ANNVAL CATALOGVE

THE FAMOVS

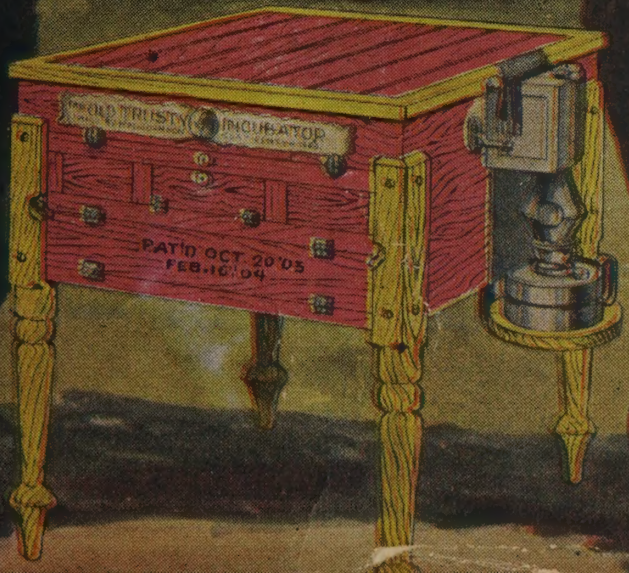
OLD TRVSTY

INCVBATOR & BROODER

MANVFACTVRED BY

The M. M. JOHNSON CO.

CLAY CENTER, NEB.



Why You Should Buy an OLD TRUSTY Incubator.

BECAUSE they were invented and patented by a practical incubator and brooder manufacturer and an experienced poultry fancier.

BECAUSE the new, patent, copper-pipe heating system is full size of egg chamber and extends to the full depth of all four corners. No cold corners or hot centers.

BECAUSE the perfect, rapid circulation of warm water and great heating surface to boiler, also the patented jacket enclosing boiler, saves from 10 to 50 per cent. of kerosene used in other kinds; no need of turning the lamp high.

BECAUSE the machine we ask you to buy is the one that made the record mentioned throughout this catalogue.

BECAUSE there are no fol-de-rol attachments to the lamp burner that add to the danger instead of the safety. The Miller cold-blast safety burner chimneys that do not choke the blaze or cause it to smoke; sensible, rustless, seamless oil bowl, with a depression on top for holding water, thus making it impossible for the burner to overheat, explode or ignite the oil.

BECAUSE the regulator comes already attached and connected, counterbalanced within itself, and is set by a single adjusting nut which is clear outside of the egg chamber; no frail top levers on the lid.

BECAUSE both incubator and brooder are covered with U. S. patents that not only protect me, but every customer. The patents are not on a nail, hinge, screw head or some immaterial thing, but on the vital parts of the machine.

BECAUSE the OLD TRUSTY Incubator has no other name, has not run its course in the mail order business and sold through mail order houses, poultry concerns, seed houses, and various concerns under different names.

BECAUSE I call 75% good hatching and guarantee it on reasonably good eggs and following my easy-to-understand instructions.

BECAUSE I am an incubator and brooder specialist and give their manufacture my whole time and effort.

BECAUSE I go partners with every customer in making their poultry raising profitable.

BECAUSE, lastly, but not leastly, the OLD TRUSTY and myself make good on every promise.

Fifth Annual Catalogue

OLD TRUSTY

INCUBATORS

and

BROODERS

Manufactured by

M. M. JOHNSON COMPANY,

CLAY CENTER, NEBR.

Warehouse at ST. JOSEPH, MO.

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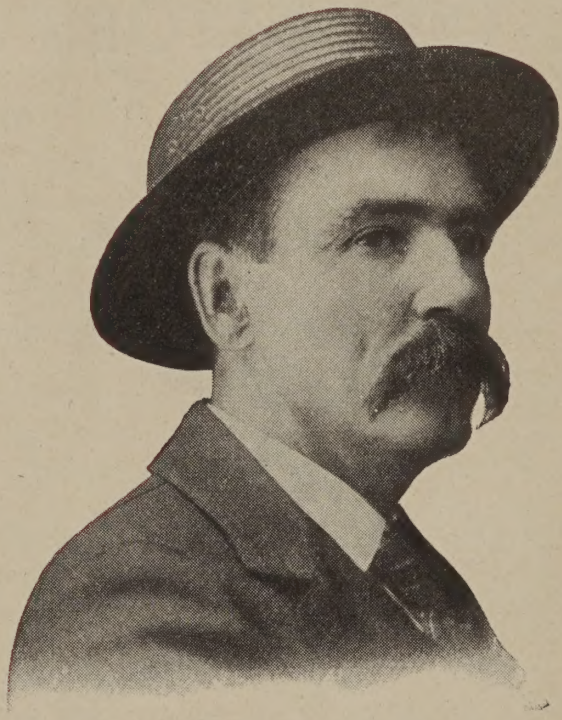


M. M. JOHNSON,

(Incubator Man)

My Annual Catalogue.

In presenting this, my fifth annual catalogue, to the poultry raisers, present and prospective, let me first thank the thousands who have ordered the OLD TRUSTY Incubators and Brooders. My success is due to your patronage. I hold now, and always did contend, that the real benefactors of an enterprise were the patrons. As patrons of my incubator manufacturing business, I wish to thank vou again.

It is seldom we find the inventor, the manufacturer, and catalogue writer the one and same person. In nearly all instances the inventor becomes an obscure personage, the manufacturers the men of means, and the catalogue writer an educated expert who writes catalogues and advertising matter as a profession or trade.

Fortunately, or unfortunately, my education was never sandpapered or polished. What little I have is still in the rough, but, reader, I cannot resist the opportunity to write a big letter to the poultry raisers. The term "big letter" is a queer way to express it, but if I call this book a big letter it will make the work more natural and easier for me.

This is not the biggest, grandest, or most gaudy catalogue. I do not list and highly recommend all the appliances, foolish and otherwise, that are supposed to be useful in the poultry business. Hence this book does not need to be overgrown.

After all, though, I trust that after you have read it from cover to cover, and made due allowances for the writer, that you will call it a very good incubator book.

If I stray away from the main text and visit occasionally and speak of everyday problems that concern or interest the average busy mortal, kindly keep in mind that I am writing a big letter and making no effort at a literary gem or tecbnically proper catalogue.

Thanking you again for your patronage and trusting to be remembered in your future business, I am, Yours very truly,

M. M. JOHNSON.

The OLD TRUSTY Incubator Factory.

(See photo on next page.)

The main building of the OLD TRUSTY factory was built in the summer of 1903. During the summer of 1906 an extension was built on the rear, which doubled the working floor space. We also installed a 100 horse power steam power plant in addition to the large gasoline engine. In cold weather, while we have a full crew, we use the steam power; during the hot summer months we use the gasoline engine.

We not only have a double power plant, but double machinery equipment throughout the factory. Nearly every wood or metal working machine has been duplicated, hence an accident or break-down would not cripple the rotation in work, or, by putting all the machinery in motion, the factory capacity is doubled.

The picture on opposite page is a real photograph. It is an honest view of my factory front. While a real photograph is not so elaborate as a wash drawing made by an artist, there is no deception to a photo. Real photographs could not look down on acres of buildings as is the case of made-to-order wash drawings.

As a usual thing, incubator catalogues devote considerable space to pictures of interior machinery, interior office views, etc. Heretofore, I have also allowed some room, but for this catalogue, I have concluded to try to make every page of some real practical use. I have dozens of handsome photographs that I will not be able to find room for, and every one of them are poultry views. I would not like to leave out any more of them to make room for dry, unintelligible interior views.

As matters now stand, I have five acres of factory ground, and it is nearly all occupied with buildings and tracks. We have a working floor space of 39,400 feet in the factory, and we have five separate buildings for lumber, storage and material. If we should figure as some do, and figure the floor space of the storage houses in the different cities, which we do not own or entirely occupy, we could figure up a half million square feet of floor space, but I prefer to speak of realities throughout this book and trusting to the readers' drawing their own conclusions and keeping their eyes on the main vital question, THE REAL WORTH OF THE GOODS TURNED OUT.

We have every convenience. We have a trained crew of mechanics, and we can and do turn out the very best incubators and brooders. We keep a crew of our very best mechanics all summer, and when we hire new men they are helpers to the trained ones. The full capacity of the factory is 400 incubators and 300 brooders per day. Each and every machine and everything in them are tested before crating. We use strong crating with all corners reinforecd.

The OLD TRUSTY Incubator Factory.

A plain sign over the entrance door says, "Come in." From this you will know what to do when you come to Clay Center. See the elevated tramway at the right in the picture? It is an automatic contrivance for loading or unloading cars. The OLD TRUSTY crew are having their pictures taken as also are the B. & M. engine and train crew. When you come to Nebraska, come to Clay Center. We want to show you how we make incubators and brooders.

The OLD TRUSTY Incubators.

(See cut on next page.)

Both the outer and inner cases are of select redwood. The Sanger redwood is known for its durability and beauty. It neither shrinks nor swells and is entirely free from knots or checks. During the summer we secured the entire stock of dry lumber from that company. They write us they are cutting and will, in the near future, have more, but we were fortunate in getting our supply at the time we did. We have the lumber in stock and know of its dryness and its quality. Further north in California there are unlimited quantities of redwood, but we do not like it nearly as well for incubator purposes on account of its tendency to split in driving screws in the smaller parts of machine; neither do we like its finishing qualities quite so well.

Besides being free from defects and faults, redwood has a peculiarity of its own. Under heat it has no odorous smell, as in pine and a number of other woods. Nothing about the material to befoul the air in the egg chamber, hence no chicks or embryo chicks are stifled.

With our double door arrangement, the opening of the top door lets us have access to the egg tray. By opening the whole or double door we have unobstructed access to egg chamber. We have tried every imaginable incubator front, and our double doors are the only perfectly satisfactory arrangement. If we desire to see the eggs and how the hatch is progressing we can do so through the central glass door, and without letting in or out any air, or if we desire to withdraw the egg tray, only the upper main door need be opened.

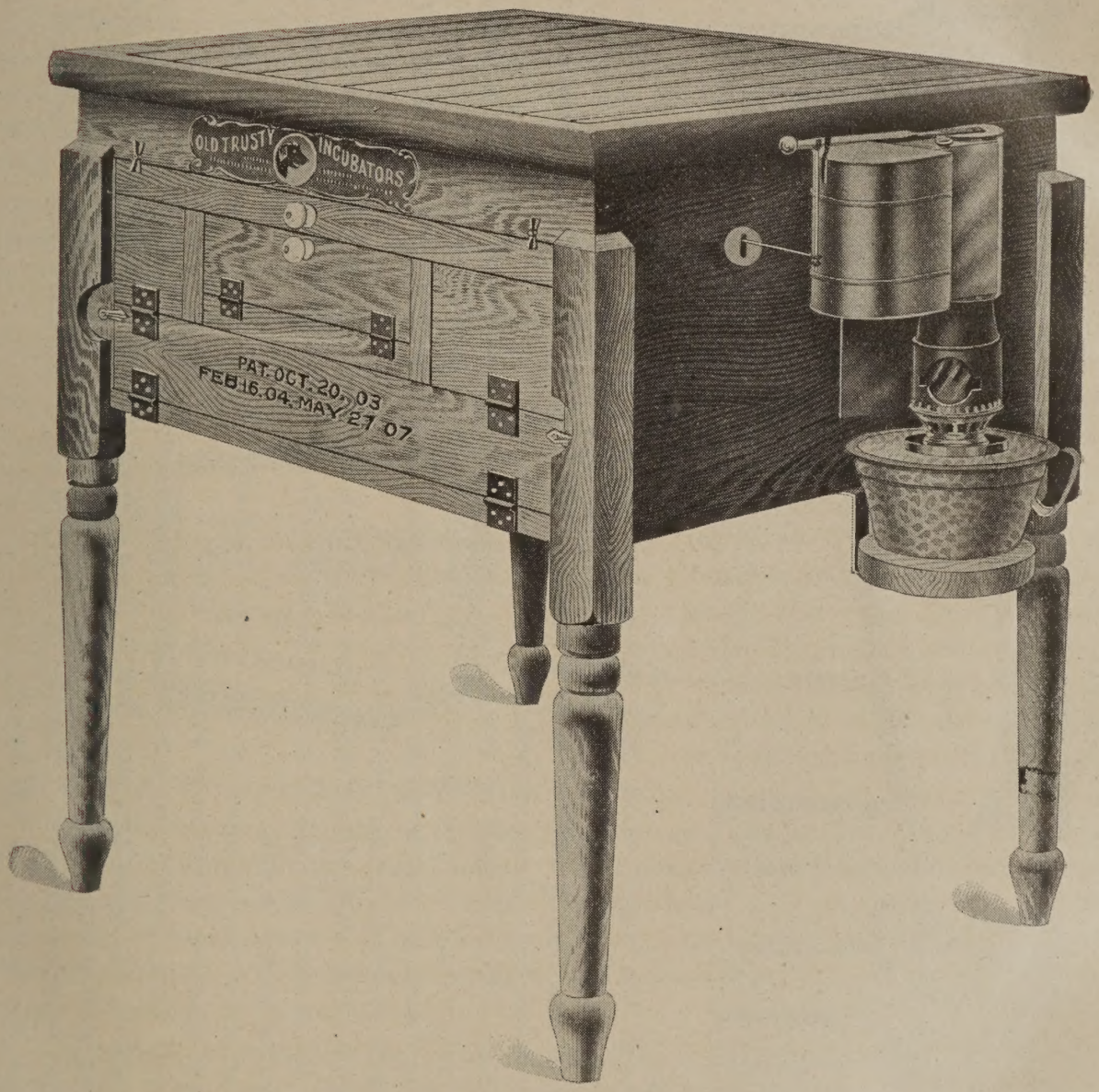
By our arrangement the eggs are incubated in the dark, as nature intended, and as the mother hen does it. There is certainly and positively nothing about nature calling for continuous light on the eggs, and repeated tests demonstrate that continued exposure to daylight weakens the embryo.

I have not deemed it necessary to give different sized pictures to illustrate different sized incubators. They are all made alike, except the 240 egg size, which has two double front doors instead of one double front door. They are all made durable, handy, and handsome. On the front cover the incubator is illustrated in natural colors.

For the heating system we use 10 oz. hard rolled Lake Superior copper, and let me mention right here that we do not advertise a heavier weight and actually use 6 oz. Pure sheet copper is the same the world over, but there is a difference in the rolling. We use the extra hard rolled, the fibres and pores are obliterated, besides it is smoother and handsomer than the cheaper grade.

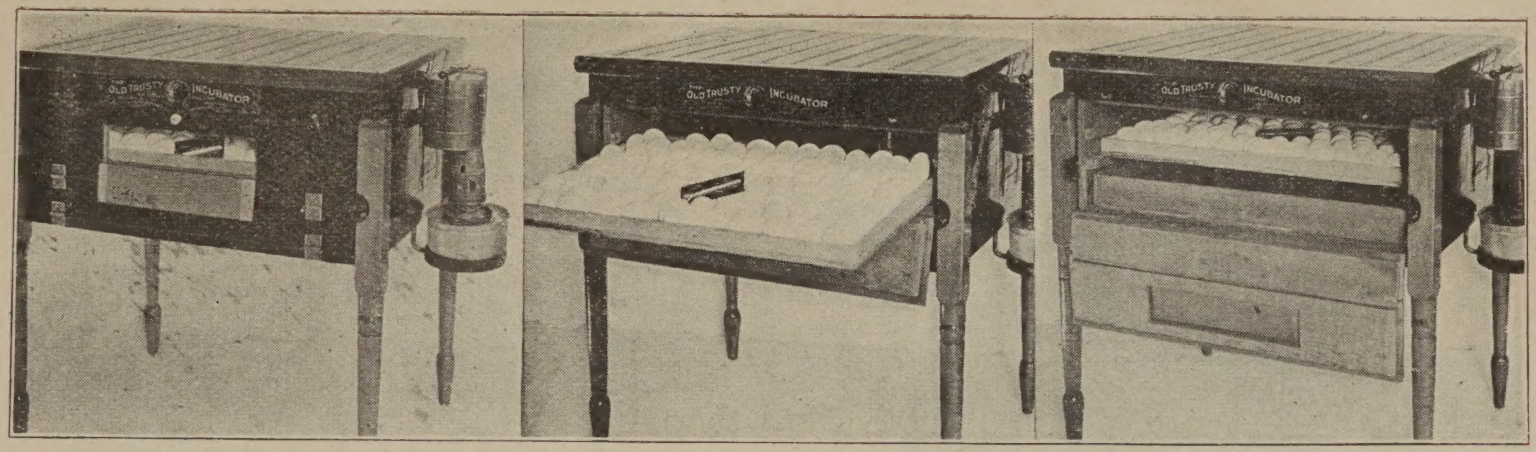
Each size incubator holds more than rated.

The OLD TRUSTY Incubator.



100 (120) egg OLD TRUSTY Incubator, price $12.50.
150 (180) egg OLD TRUSTY Incubator, price, 16.00.
200 (240) egg OLD TRUSTY Incubator, price, 20.00.

At the above prices, we pay the freight to the most distant railroad point in the United States. For nearer points, freight prepaid, we quote prices by personal letter.



No. 1. No. 2. No. 3.

Cut No. 1 shows the small wood door open, exposing the glass panel, eggs and thermometer. Glass radiates heat different from wood, hence the smallest amount of glass possible, yet sufficient to see in, has been provided; also incubating the eggs in the dark as nature intended and as the hen does has been accomplished.

Cut No. 2 shows the top half of front door open and the tray nearly entirely withdrawn. The tray is self suspending at any point of withdrawal, which makes it convenient to stir the eggs, examine the hatch or thermometer without holding the tray up with one hand. Only enough of the front opens to attend the hatch.

Cut No. 3 shows the whole front door open and both the egg tray and chick tray in place. Both doors can be worked as one door, or as a single half door, as in cut No. 2. The chick tray is also self suspending at any point.

The front or door convenience of the OLD TRUSTY leads all others. It is the only front that the most exacting are entirely satisfied with.

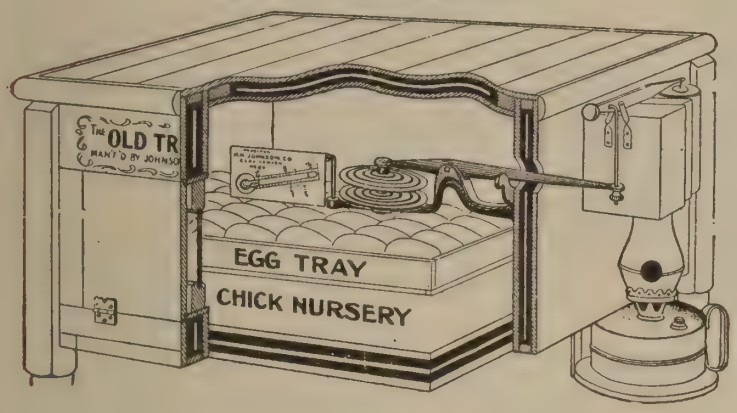
The above cuts were made from small kodak pictures, and do not do justice to the incubator, but they illustrate the principle, and that is their object. I use considerable space to fully explain everything in or about the OLD TRUSTY Incubator. I take pleasure in doing it and of course you want to know about it. Neither of us like a pig-in-the-poke deal. The more you study the machine, the better you will like it.

Interior View of Incubator.

The accompanying cut is an old one. It does not accurately illustrate the present way of constructing the woodwork, but does illustrate my direct acting automatic regulator. I was the first to invent and use the direct acting regulator, but did not apply for a patent. But a year ago I made great improvements to it and applied for a patent, which was granted May 21, 1907. A number of concerns are using my first invention, but none dare use my patented improvements. At first sight, all direct acting regulators appear the same, but a close scrutiny brings out my latest to the best advantage.

The lever carrying the damper now has a permanent counter balance, thus relieving the wafers of all unnecessary strain. The whole regulator is adjusted with a single adjusting nut which is on the outside of the machine. With my new wafer holder, the bracket extends the wafers out over the eggs further. Not only that, but it gives the main lever a longer sweep at outer end. The thermometer holder is the most convenient contrivance ever made for suspending the thermometer.

Interior View of Incubator.



There are but a few parts to the regulator and every joint works perfectly. There is no binding or lock tendencies. The expansion or contraction of wafers in the egg chamber works directly on the damper lever. There are no fine adjustments or intricate parts. While the regulator is strong and as simple as a doubletree on a wagon, it is extremely sensitive, a fraction of one degree being sufficient to move the damper up or down.

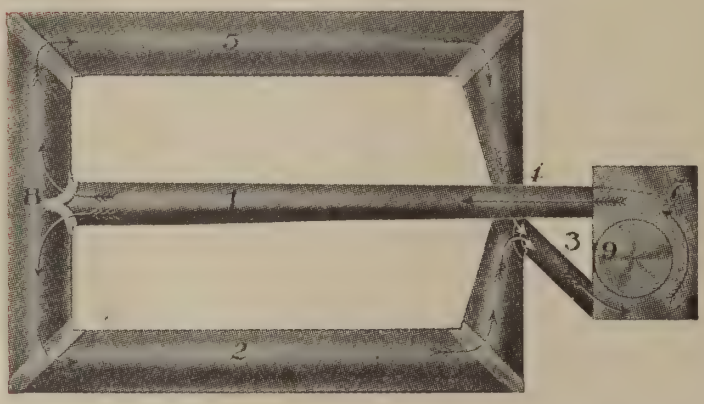
As already stated, the regulator arrives already attached and connected. All that needs to be done to start the incubator is to attach the legs and lamp shelf, fill the heating system with water, light the lamp, and when the heat gets up to 103, set the regulator. The incubator is then ready for the eggs.

The instruction book that goes free with each incubator is simple and to the point. It tells how to make big hatches in the understandable way. You cannot possibly fail to hatch every hatchable egg. Making good hatches in the OLD TRUSTY Incubator is entirely a question of good eggs.

A Perfect Heating System.

The most important part of an incubator is the heating system. It is the even and correct distribution of heat that does the good hatching. While the ventilation must be simple and sensible, it is the even temperature over all the eggs and to the depth of all four corners of the egg chamber that has made the OLD TRUSTY Incubator famous. It is right in the heating system that OLD TRUSTY differs from all other incubators.

The accompanying cut accurately illustrates the copper pipe heating system. In order to explain, I have, in the cut, twisted the heater quarter around. To have it right, imagine that the bottom of heater is turned down and back one-fourth of a circle. Flue No. 9 is horizontal instead of vertical, as it appears in the cut.



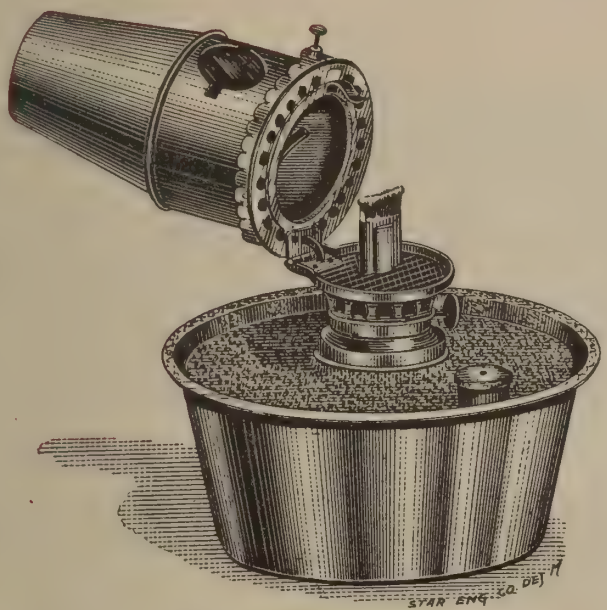
The nature of hot water is to raise and go away from the heat. In doing so it passes through the smaller taper pipe, marked No. 1, and divides and returns towards the boiler again at figure 8. I have a broad, later-date patent on this pipe system that will stand no infringement, but tail-end imitators use something that looks similar. Instead of discharging the water to larger pipes at opposite end of machine, they directly discharge it to larger pipes at lamp end, thus adding to the overheat of lamp and of egg chamber, instead of balancing it up, as in my patent.

Notice the drop of pipes at No. 3. It makes a rapid, continuous, forced circulation of warm water. The cooler water enters the lower end of heater while the warmer water is discharged at the top of heater. Pipes 2, 5, and 8 have three times as much radiating surface as pipe No. 1, hence most of the heat is around the walls of the egg chamber. At point No. 4, the radiating surface of all the pipes are just equal to pipes 2, 5, or 8. From this it will be seen that everything was taken into account.

Notice attached sample of copper. It is pure quality and full weight.

On another page find the heating system illustrated again. The cuts and descriptions compared will give you a complete understanding of the principles. The second cut did not arrive from the engravers in time to run on this page. This page coming in the first press run allows of no delay in the copy.

Last Year's Lamp.

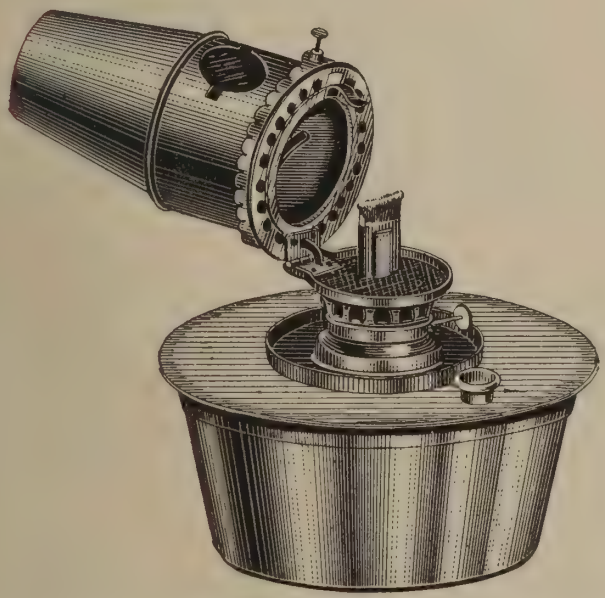


Ready to trim wick.

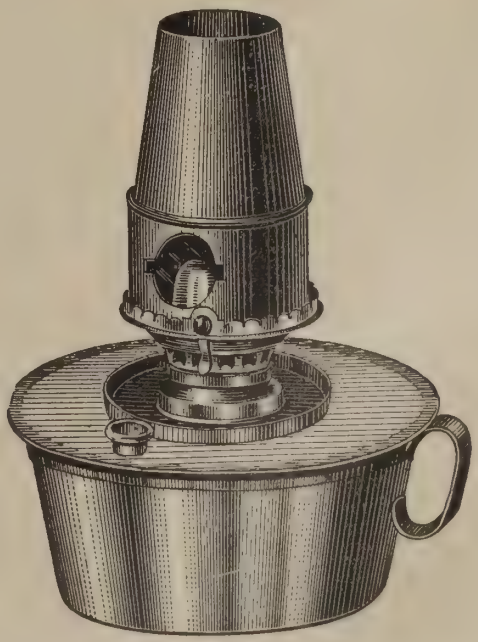
Lamp as in use.

The last year's lamp had the whole top of oil fount depressed, the depression for holding water.

This Year's Lamp.



Ready to trim wick.



Lamp as in use.

The difference between this year's and last is the pan around base of burner for holding water

The OLD TRUSTY Brooder.

(Patented Feb. 7, 1905. Any infringement will be prosecuted.)

100 Chick OLD TRUSTY Brooder, $7.00
150 Chick OLD TRUSTY Brooder, 9.00
200 Chick OLD TRUSTY Brooder, 11.00

The OLD TRUSTY Brooder was invented from experience. My partner (my wife) had a great deal to do with its invention. Previous to our modelling the OLD TRUSTY Brooder, we had used nearly a dozen brooders of my own invention and as many more of other kinds.

Says my wife one day, "Brooder ideas are all wrong. They all follow theories and ignore facts." Says she, "We must take into account the nature of small chicks and not go rambling after other things. We must keep the chicks dry; they must have pure air; they must be prevented from huddling and piling up, and they must have something warm and soothing on their backs. While you have been giving your best time to incubators, I have been figuring out why really successful brooders have never been invented."

"What do you mean by sleepy nerves?" says I. "I mean," says she, "that nature calls for something on the chicks' backs." To illustrate, she raised a cloth over a box of new chicks, and in a very few minutes they started to yelp. She

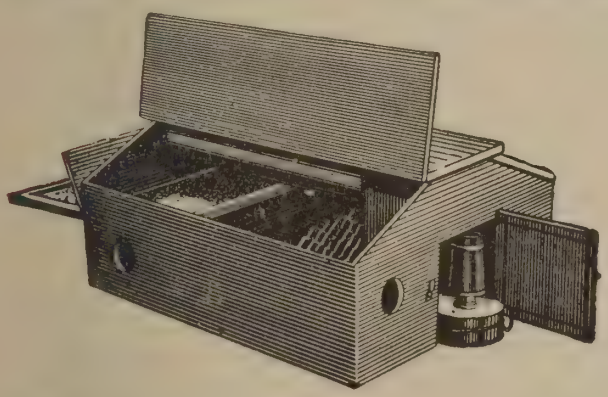
lowered the cloth and all was quiet in less than a minute. To illustrate further, we went among the chicks running out. She grabbed up a wild one and put her hand over it and gave it a gentle swing. In less than one minute the chick was asleep. She then laid it down and it soon woke up and ran to the others.

It was a very warm day, about 100 in the shade. In walking around and talking brooder we ran across a hen and a bunch of three weeks' old chicks. Although it was extremely warm, the chicks were hovering under the hen and sound asleep. Says she, "Are you convinced of my sleepy nerve proposition on little chicks' backs?" Says I, "You are perfectly right and now for a brooder that will accomplish the simple things that have been overlooked."

It was not long until we had a brooder that more than complied with her first suggestions. I secured a patent on it, and it is the same OLD TRUSTY Brooder to this day. My thousands of customers call it perfect, and I would not like to make any change on it.

After years of experience with poor brooders and four years with good brooders, I can now answer that ever popular question, "What's the matter with our chicks, and why do they not live and grow in brooders?"

Answer No. 1 is that too many brooders are elevated. The chicks do not like to climb up or crawl down, hence they chill or lack exercise. No. 2. Too many go



Rear view of the OLD TRUSTY Brooder, showing the manner of putting the lamp in place; also showing hover cloth and frame partly withdrawn at front. The interior shows the solid iron lamp box. The heat is conducted forward over the hover through a pipe of large heating capacity. A screen wire division keeps the chicks from coming in contact or against the iron lamp box. The lamp chamber and warm chamber for the chicks are separate apartments.

daft on plausible, yet absurd ventilation schemes. In their plans and drawings, little arrow points presumably conduct the air here and there, but experience and gumption disputes the drawing power of little arrow points. The laws of nature now and for all time are that the tendency of warm air is to go upwards, and that the only way to force it downwards is by fans, suction or pressure.

No. 3. Too many brooders have the lamp in the same compartment as the chicks, or the two compartments so connected that the lamp consumes the air that the chicks are supposed to get. Besides, the lamp burning up the air the brooder chamber is befouled with gas directly from the lamp.

Draw a line cornerwise, crosswise or lengthwise through the United States and you will find the exact center of the United States is not far away from St, Joseph, Mo. The center of the corn belt is not far away, also the live stock country. The center of population is moving westward, and a few years hence, St. Joseph, Mo., will be right in the middle of all that belongs to this country. All the western trunk lines junction at St. Joseph, and all the express companies are represented. We distribute half of our output of incubators and brooders from St. Joseph. St. Joseph is the best shipping point in this country

My Experience.

I was raised on the farm, and grew up with the hens, so to speak. My mother was a successful poultry raiser, hence my early schooling was in the right direction.

After growing up I took to railroading. Worked my way through the different departments of the machine shops and to firing a locomotive and to running one. A recreation trip took me to the mountains of Colorado, where I discovered better wages and work more to my liking. For several years I installed mining and milling machinery, during which time I made several inventions and secured a number of patents on mining and milling machinery. Two of these inventions are in use yet, notwithstanding fifteen years have come and gone since then.

We, myself and family, left the mountains fifteen years ago and settled down on a little farm in North Missouri, where we started poultry raising as an occupation. We did not proceed very far in the undertaking until we discovered that hatching and raising chicks with hens limited the business, also that setting hens were responsible for the millions of lice and mites which they hatched out while hatching the eggs. The uncertainties of the hen setting when we wanted them to and their persistence in setting when we did not want them to, turned our thoughts to incubators and brooders.

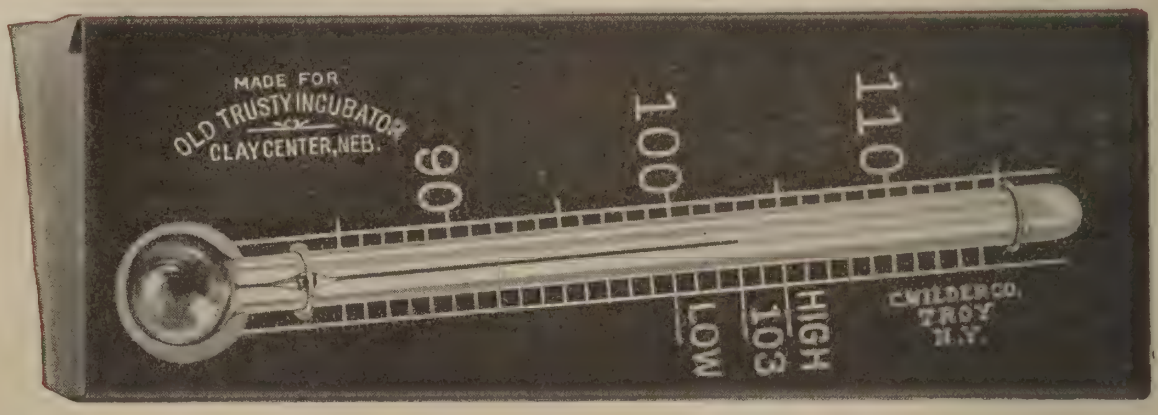
Although our first machines, which were second hand affairs, were failures, we have had splendid success with incubators and brooders ever since

Since fifteen years ago, I have sold a total of upwards of 150,000 incubators and brooders. In the spring of 1903, I entirely sold out all my patents and started anew. Since then I have sold over 100,000 OLD TRUSTY Incubators and Brooders under new patents and late improvements.

Except the time spent among the gold and silver mines of Colorado, I have raised poultry since a boy. While the profession of engineer and machinist has nothing, directly, to do with poultry raising, it has considerable to do with inventing incubators and brooders. Hot water circulation, air circulation and mechanics was an every day problem while I was an engineer and machinist, and what I learned of these things has helped me in inventing and modeling incubators and brooders.

Correct hot water circulation, ventilation and simplicity of mechanical parts are the things that enter into a perfect incubator and brooder. For the reason of my experience and the experience I have gathered among thousands of incubator operators, the OLD TRUSTY is as perfect an incubator and brooder as could be made. My thousands of successful and satisfied customers stand with me in saying that for hatching the eggs and raising the chicks no incubator, brooder or hen equals the OLD TRUSTY Incubator or Brooder.

Incubator Thermometers.



Testing thermometers.

We buy the highest priced thermometers. They are guaranteed by the manufacturers; we retest and guarantee them again. We test every thermometer in water at 103 degrees temperature To warm the water we submerge our regular pipe heating system in a pan eight inches deep. Over the pipe system we have a screen wire. The screen wire is covered with water. We have two testing thermometers; all others must test to them.

I am confident that no other incubator concern retests their thermomeers. Somebody gets the small per cent. of defective ones, but in our case we run no chances. We furnish a tested thermometer with each incubator, orsell additional ones at 90 cents, safe arrival guaranteed. In any instance, a broken one must be returned immediately to get it replaced with a free new one.

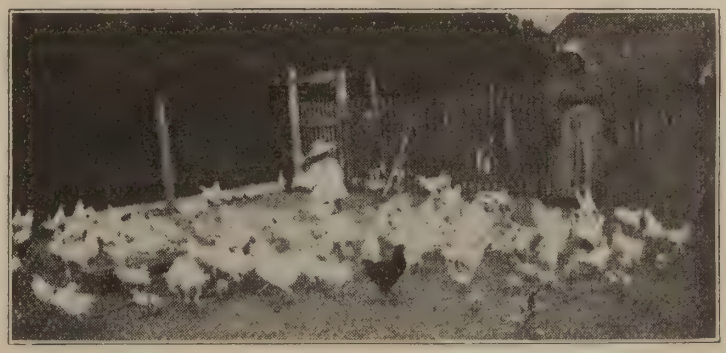
Our Guarantee.

I guarantee the OLD TRUSTY Incubator and Brooder to be exactly as described in this catalogue. Where good, fresh, fertile eggs are set, and my simple and easy instructions are followed, I guarantee a good hatch. I agree to furnish (free) any fixtures or parts of incubator that are needed for five years, unless broken by carelessness. In the latter instance, will furnish the repairs or fixtures at actual cost to me.

M. M. JOHNSON.

The above guarantee is as brief and as much to the point as my command of words can make it. Any attorney in the land will tell you that its briefness makes it valid. I allow trials of the incubator as follows:

1st. The remittance must accompany the order. It is only fair that I hold the money while you hold the incubator. My prices or profits would not justify sending out thousands of machines to strangers to pay for later on.



Mrs. John Musil, Valparaiso, Nebr. Rose Comb White Leghorns, average 85% hatches. The fowls in the picture show only a small portion of the season's work. Mrs. Musil is in the photo, also little Miss Rosa.

2d. The purchaser has thirty days' time after arrival of incubator to gather eggs and make a hatch. If at the end of thirty days, he or she is not satisfied, I allow another trial, if requested.

3d. If at the end of a second trial they should want a third trial, I will grant it for any reasonable excuse.

4th. At the end of the third trial, if not as represented, I will either refund the money or replace the machine, leaving it optional with the customer.

5th. In allowing these trial hatches, it will be understood that I must be notified at the end of each trial if not satisfactory, also that I must be notified in advance of returning the incubator. I might want it sent to another customer. The party making the trial hatches and wanting to return the machine must pay the freight, it being agreed that in case we order it shipped to another customer that the freight will not be more than shipping it direct to us.

6th. All I want or expect is a square deal. I take it that the customer wants and expects the same treatment. I promise right now to do my part.

Branch Houses.

We distribute about half of our output from St. Joseph, Mo. In through cars we can reach Oklahoma or Texas points quicker than we could from any point that we know of in Kansas. This same principle works out in shipments in other directions. Most always, we can reach Oklahoma points in four days, five days to Texas, and from three to five days to the North and East.

I have tried the plan of operating branch houses in different parts of the country, and never reached the point of satisfying my customers to the extent that I do now with only one branch house. Rents are high in large cities; it costs lots of money to conduct a number of offices. Yes, sir, and the cost comes out of the customers or the company would go broke.

But that is not the worst feature. Some of the many branch houses get out of incubators. No, sir, you don't find that out until you have sent your order. In case they are out of machines, they write you they are expecting a car in a few more days; they will surely receive the car before long. I have known cars to be six weeks in transit to Ohio, and the customers waiting, and another wait to get the different offices straightened out. I tried it years ago and know what I am talking about.

Wm. Schoof, Diamond Springs, Kas. White Plymouth Rocks, averaged 80% hatches.

Now since I have but one main office and have all the correspondence under my own supervision, we have no mixups. Orders arriving in the morning are filled in the evening, or in case we ship from St. Joseph, they are shipped the next morning.

I know of an instance where a storage house was advertised in the catalogue that contained no incubators for months. An innocent paragraph in the catalogue reading that they reserved the right to make shipment from any point, fixed matters for the company.

It is desirable to any person who orders goods by mail to get them promptly. When I order goods by mail, I prefer doing business direct with the main office. I do not like to have my correspondence referred to others.

Specialty Manufacturing.

Our business is making one brand of incubators and brooders. They are our specialty. Years ago I tried a number of side lines. I never undertook a side line that did not, in some way, draw on or interfere with my incubator manufacturing. The changing of men around to different work, the readjusting of machinery, the mix-up of material, all in some way interfered with getting the very best results with the incubator and brooder manufacturing.

For years now our whole effort has been in the one direction, and instead of giving up several pages of this catalogue to the long line of poultry appliances, the silly, foolish, and otherwise, I only spare enough room for a few of the most practical and really necessary poultry fixtures. I do, of course, miss the profits on the general mixture of things, but on the other hand we are organized every hour of the day and every day of the year. The things each one does become second nature, in a manner, while the promiscuous manufacturer is unhitched, or at least a tug or two down on most every proposition.

If I had to go through some of the things that some incubator chaps do, I wouldn't do it. Instead, I would move out to the farm where there is more sunshine and pure air. For instance, I would call the plan of advertising under several names and getting out several catalogues mighty hard work, and then I would feel like thirty cents after highly recommending a lot of absurd poultry fixtures in order to sell them. I would feel like a postage stamp in listing everything that is, presumably, useful around the poultry yard along with my own goods and declare, as many do, that everything is the best on earth.

But of all the mix-ups, the dual incubator manufacturer has the queerest one. The getting out of two or more catalogues, the placing of two or more advertisements in the same paper, and the necessary variety of printed matter in the office would set a poor, simple cuss like myself crazy. I would, to say nothing of feeling guilty mixed up with such deception, always be afraid of people comparing catalogues and the cuts therein, and I would expect an every day mistake in some of the office hands in using the wrong letter heads or printed matter. The only redeeming feature I can see in the dual plan, and it is entirely from a financial standpoint, is that several grades and kinds and prices might be convenient to catch them coming and going, as it were.

None dispute that this is a day of specialists. I am an incubator specialist. The business gets my whole and every effort. I have succeeded along this line and propose to keep at it. My one grade may not catch the person that calls an incubator an incubator, but I do sell to the practical people.

Combined Incubator and Brooder.

If a combined incubator and brooder was really a practical thing, there would be no easier thing than to place a box on the OLD TRUSTY and call it a brooder. The combination is an old idea; the plan was tried twenty-five years ago, and by others since then. The under heat for the chicks, and small and close confinement at the most critical time are some of the objections. Other objections are the interference of the incubator with the brooder or vice versa. The surplus heat from the incubator warms the brooder at times. If I had my choice between putting them in an uncertain warm box and leaving them under the egg tray, I would prefer the plan of leaving them a day or two in the chick nursery of incubator; but neither plan would be correct.

Mrs. Maggie Valentine, 1052 W. Carey st., Kenton, Ohio, has a 100 egg machine. Her hatches run as follows: 86 chicks, 84, 68, 91, 71, 75.

The better plan is to have separate machines. Start out right and be able to keep right. Have the brooder warmed up in advance. Put the chicks in and start right, letting them have room and sunshine when out, or if hens are used for brooders, let the hens have the chicks as soon as they are dry and spry.

To keep the incubator clean and odorless and to be able to run it in any room of the house, is something desirable for any one, but it could not be done if used for a brooder. Besides these things, it takes a clean, odorless incubator to do good hatching.

Getting big hatches is important, of course, but raising nearly or quite all the chicks is important. My customers are not only successful in hatching, but in brooding. Some of their success is due to my advice. In instructing on incubators and brooders I get down to realities.

The Poultry Business.

I know of one instance, and a number of similar instances, where a man and wife past sixty years old had worn out themselves and a large family trying to lift a mortgage of $1,600 from their 160 acre farm. Finally, the last son got married and moved to himself. The man wrote me asking if I thought he and his wife could make a living raising poultry. He explained that they had 20 acres of an old orchard that had gone to blue grass sod. Says he, "We are thinking of hiring a man to do the farming."

I gave his predicament a great deal of study, and I can't help but feel proud of his success in following my plan. Say I, "Don't hire anyone; instead, rent the land out. Make a public sale and sell everything loose except your favorite horse, your very best cows, and a good brood sow or two. Keep your bees and chickens. Fence in the old orchard and turn the cows in."

Nannie E. Wright, Gaylord, Kas. Averaged 141 chicks for 4 hatches with the 150 egg machine. Run the incubator three seasons on 1 ½ gallons of oil. Grandpa and his pet sitting on the brooder.

His sale came to $1,100; paid it on the mortgage, then bent their efforts towards increasing their small flock of hens until they had 300. Two years later they paid the balance of the mortgage and had money in the bank.

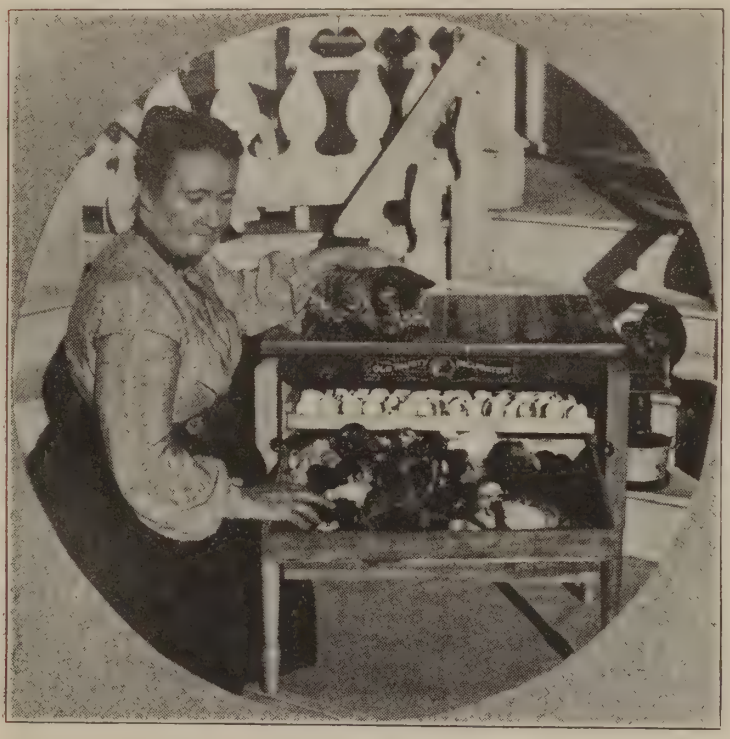
This was a case, like thousands of others, wherein a whole family were unable to lift the mortgage. This particular old couple had looked to the poultry business as a drowning man grabs at a straw, so to speak, and had cleared the old homestead and without the hard work.

And may I ask you if it is not the case on thousands of farms that the wear and tear and shrinkage in value of the teams and implements are not about equal to their earnings? That was the predicament of the old couple I have mentioned, and it is duplicated almost everywhere.

Hot Water vs. Hot Air Incubators.

An argument to be an argument must be fair or else it would be a tirade. I want to be fair even to the point of meeting unfair arguments with fairness. I have never heard a mention of hot air incubators being better hatchers, even the manufacturers of hot air incubators avoid this, the most important thing. Such manufacturers come at it in a different way; they cast insinuations.

For instance, some of them refer to scales in a tea kettle and the short life of copper bottom wash boilers. There is in reality from three to five gallons of water passed through a tea kettle every day, or a total of 1,000 to 1,500 gallons in a year, while fifteen pints of water run a 100 egg OLD TRUSTY Incubator a whole year, or even two years, and perhaps three years, if not drained. In a tea kettle, 1,000 to 1,500 gallons are boiled to the point of separating the mineral substance from the water, thus forming scales, while in an incubator tank there is no need of boiling, besides the total amount of water is insignificant.



Mrs. M. M. Johnson, Clay Center, Nebr. The Old Trusty cat is very much interested in the chick music.

Copper bottom wash boilers last from two to five years. Their wearing out is due to very different things than incubator heating systems are subjected to. For instance, some two or three hundred gallons are used in a wash boiler in twelve months and it is boiled. But after all, wash boilers play out more on account of the wear on the lower bottom (copper is a soft metal) and burning on account of the clothing shutting off the water circulation on the inside bottom. If you but stop and consider the points I have mentioned, and then add to it that intense heat from coal or wood is applied to kettles and boilers, and only a lamp blaze to incubators, we can fully comprehend the unfair and dishonest hot air argument.

Nonsensical Finish.

While putting in some twenty years with machinery, I came in contact with all kinds of engineers. While in the mountains of Colorado, it was a part of my work to hire and look after stationary engineers. In hiring an engineer I never read his endorsements from other employers, except as it referred to his sober habits. My long schooling in figuring out engineers helped me to size my man up at a glance, but aside from outward appearances I had some rules in the engine room that never fooled me. When I ran across a chap with a chronic habit of having a monkey wrench in his hand or seemed to be eternally adjusting something, I never knew it to fail that the engine and machinery was knocking or running warm. I have no use for a monkey wrench engineer.

Then I have gone into engine rooms where all the brass work was shining to a finish. Looked nice to the engineer, of course, and at a distance strangers could not help but admire, but I am here to say that a big majority of these shiner engineers are fakes. In the majority of instances, there is plenty of grease and dirt over behind the engine. Yes, and plenty of knock and rattle in the machinery.

In other instances, I have gone into engine rooms where if you shut your eyes you could hardly locate the direction of the machinery. Everything running smooth and noiseless. The brass work painted black, perhaps, but the engine and machinery as clean as it could possibly be. A real engineer has charge of these kind of engine rooms.

We have run across these very same rules about every day people. You and I have both noticed it. We have seen the most shallow people use the most extravagant and polished language. There was a time when the young Fourth of July orator could get a little attention on the floor of the house of representatives or before the senate. His extravagant language, his unfurling the American flag and the scream of the eagle was tolerated, but in these days it takes more hard sense to draw favorable attention. The great orators of today are the men that use simple words and language.

Some of my rules about engineers and our observation of people applies to manufacturers and men of other professions. Take the fake medicine man for instance. Almost his entire stock in trade is medical terms and names. He awes us with mystery; he bumfoozles us with one thing and another until we reach for a bottle of his cure-all. Even on down the line to incubators, we find the same outward shine and inward spine. Temperature, moisture and ventilation are things susceptible to lots of big words and terms. The most inexperienced poultryman or incubator man can read up a few days and make quite a spiel.

Look Them Over.

Theodore Hewes, poultry judge and editor of the Inland Poultry Journal, once said that after his years of experience with incubators, he had finally concluded the best evidence of a good incubator was in its doing good work for the average busy person.

Emerson DePuy, the founder of Poultry Success, once said that a square inch of a photograph showing an incubator hatching was far more convincing to him than a square rod of cold type in making blow-hard claims.

Oscar F. Diller, Winchester, Ill. A flock of OLD TRUSTY hatched and OLD TRUSTY brooded chicks. Eight of the pullets laid at five months old. Mr. Diller says they are common chickens. The picture shows that they are pretty good Plymouth Rocks and perhaps some other ones that are mixed. The little boy and little girl are holding two of the prize early layers.

An incubator concern that don't seem to make friends among their customers and, at the same time, jealous of my book full of pictures, intimates all kinds of things, but if they would displace a few rods of cold blow-hard type with some real evidence of the worth of their machines, it might not be so necessary for them to write up flattering biographies of themselves as free reading notices for the papers.

I would like every reader of this book to look the pictures over. See who they are and where they live. Write to them. Possibly some reader can find lost relations or friends. I found two cousins through my last year's pictures. Their names were Johnson. I recognized the Johnson in their faces. I wrote them and gave them my pedigree and asked for theirs. They were my father's youngest brother's children.

Another experience: Some thirty years ago I worked for the C., B. & Q. railroad Co. at Creston, Iowa. Some years later the engineers and firemen went out on a strike. The company finally won and the boys scattered. Through the help of my catalogue and advertising matter, I have located a lot of them. The boys are older now, and many of the older men have passed over the range to that unknown country beyond.

About Our Pictures and Testimonials.

The photographs in this book show the OLD TRUSTY Incubator and Brooder right in the act of hatching and brooding. There can be no mistake in a photograph, and there is no mistake about these people being friends of mine. The family, the pets, and the Old Trusty dog side by side with the OLD TRUSTY Incubator. All these photos, except in five instances, are 1907 pictures. An entirely new lot from last year. All told, I have received over 2,000 photographs since 1903. In addition to these photographs showing the OLD TRUSTY Incubator and Brooder, I have some 1200 pictures of people that are pleased customers, and I have about as many more pictures of prize winning poultry. Except those showing the incubator or brooder, I am compelled on account of room to leave out of this book.

John H. McKibbin, Goshen, Ind. A photo of March hatched chicks. Photo taken July 4th.

It will be noticed throughout this book that the pictures and testimonials are from the busy people, people who have lots of work to do aside from running the incubators. For instance, the busy farmer's wife, many of whom cook and care for a family and perhaps some hired men, besides milking the cows, doing the chores, raising a garden and keeping the little chaps fit for school. For the reason that these busy people have but little time to attend to incubators and are not engineers and experts, they must have good incubators to get such good results. Practically so, the incubator must run itself.

These very same busy people are the people that have made an average of 81% hatches with the OLD TRUSTY Incubator for four seasons. They have been doing this right along while the majority of big poultry plants, many of whom offer to trade their influence for incubators, are glad to get 50% hatches.

When it is taken into account that the big plants employ incubator experts who give the incubators their whole time, and that my busy class of customers do not claim to be experts and can only spare a little of their time to incubators, the comparison is certainly favorable to the OLD TRUSTY Incubator.

Brooder Temperature.

The normal temperature of a laying hen's body is 98 degrees. The temperature of a broody hen's body is 103 degrees. The broody hen has 5 degrees of fever. It is the fever that makes them broody. When the fever subsides, the disposition to set and hatch leaves them. The fever stays with a setting hen until she has hatched and up to the time she weans her chicks. Most poultrymen have noticed an uneasiness with the chicks in advance of their being weaned. This uneasiness is due to the change of the temperature of the hen. Really, she does not want to give up the brood, but nature is working out one of its laws. Nature says, lay eggs and start another generation.

While there is a standard temperature for incubators, the temperature for brooders has been a debatable question. The majority hold that a gradual lowering of the temperature from 100 to 75% is the correct theory. This same majority argue a steady temperature over all the warm chamber of brooder and a number of other absurd things. According to their argument, hot weather would be the best time to hatch, while any poultryman will tell us that it is not the best time.

Red hog men at the Geo. Briggs sale, Clay Center, Nebr. There is hardly a red hog man, a black hog man, or a white hog man in the West who does not use an OLD TRUSTY Incubator or know of its good reputation. The great majority of fine stock breeders in Nebraska and adjoining states use the OLD TRUSTY.

The comfortable temperature for all living things is about 72 degrees. All life is born to fit this degree of temperature, but if the majority's theory on brooders were correct, then everything should come into this life in the hottest weather, but the fact remains that the hot weather is the most unsuitable time. Its tendency is towards bowel trouble whether with stock, poultry or infants.

The very best kind of brooder is the kind that has a cool and warm place in the brood chamber. Instinct is strong with small chicks. They find the most comfortable place day or night. The best brooder regulator is a brooder chamber and brooder lamp of the right size to fit each other. Then with a cool and warm end to the warm chamber, the whole brooding becomes automatic within itself. Read about natural born instinct on another page.

Ventilation.

First, let me ask a question. Why is the ventilation question so very simple in our dwelling houses, sanitariums and hospitals, and so extravagantly scientific in incubators, brooders and poultry houses?

My long experience with poultry and incubators enables me to advance the answer. There are no scientific ventilation writers among house carpenters, but there are plenty of inexperienced poultrymen and incubator men who make a hobby of theorizing on ventilation. With the assistance of drawings and little arrow points to show the course of the air and the enlarging on the necessity of pure air, the most absurd idea appears reasonably plausible to a person who has given it no thought.

After years of experience I have finally concluded that the quack doctor and the quack ventilator would make a very good pair of fakirs. In either instance, their scientific phrases are their stock in trade. Right now, today, if I was buying an incubator to help me in my poultry business I would look entirely to the work of the machine and let the other fellow buy the ventilation talk. I would then be buying the real thing while he would be buying a theory.

Many a worthless incubator has been sold through exploiting something else than the hatch. Chasing rainbows about this and that has served to bewilder and muddle lots of purchasers. Let me ask another question.

What is there about a hen's nest that would justify a lot of adjustable ventilator slides to an incubator? Another question, What is there about a hen's nest that would lend us the idea that eggs require more or less ventilation one time than at another time? Let me advance an answer.

Plain and permanent ventilation would be too absurdly simple to fit their assumed high falutin' science. Then again, they could not, with the sensible, permanent ventilation, write us that we certainly did not manipulate the ventilalation dampers correctly. They would be cut out of the opportunity to shoulder the blame for poor hatches to our own shoulders. There is just this about it, reader, if an incubator needs no air part of the time, then it needs none the rest of the time. There is nothing about incubation or any dormant life that suggests different degrees of ventilation, and in incubators, the kind of ventilation that makes big hatches is the right kind. After all is said and done, results count. It is both the bag and the pudding.

We regulate the incubators right here at the factory and the responsibility is on our shoulders. We make no effort to transfer it to yours through a lot of nonsical instructions made up of "ifs" and "provided." I guarantee the results. I am responsible for your success.

All Out of Doors.

Consumption is recognized as the most fatal disease known to this country. Doctors and men of science have made no headway in preventing or curing it until they adopted out-of-doors treatment. Stay out of doors is the advice. Stay out of doors is the cure. Sleep on porches, on roofs and in tree tops. Sleep most any place outside of the average pinched up bedroom. Instead of curtailing or dosing the amount of air for people, the great doctors and men of science give the whole of out doors, including the calms and winds.

No doctors would be so narrow, silly and weak in his profession as to undertake to curtail the amount of air for either the sick or well people. The furtherest they go or could go is to limit the air speed, and even then the limitations would merely be to cut out the draught tendencies.

Frank A. Pille, 119 South street, Massillon, Ohio. 72 chicks out of 80 eggs. Only one died in the shell. Those that did not hatch were infertile. Everything goes to show that the Old Trusty dog has a bad habit of smoking cigars.

In spite of the doctors' advice and the health literature, the tendency of the times is towards the white plague. The contrast between out of doors and indoors is more a contrast as the means for warm houses are more convenient. Years ago, when the pioneers were settling up the West pneumonia was hardly known; comfortable houses were unknown.

I can remember when our family moved from Ohio to Iowa in 1865. Yes, sir, and I can remember the up-stairs of the log house where us youngsters shook the snow off the blankets in the morning. Still more, I can remember the bare-footed tracks to down-stairs. Did we get sick? No, sir, we did not get sick. We just bawled for more corn bread and buttermilk.

In that same log cabin the water bucket froze over nearly every night for four months, We were not alone in our rudeness. The whole settlement were in the same fix, except that we had a better house than some of them.

Natural Born Instinct in Small Chicks.

I have known goslings and young ducks to eat bees. They do not seem to have as strong natural instincts as young chicks. The youngest chicks avoid bees and stinging instincts and will walk around certain kinds of bugs and gobble up other kinds. Strange as it might seem, they know the difference between a common garter snake and a rattle snake. In my own recollections, I once knew a flock to avoid a certain locality. A rattlesnake was killed there and in the course of time, the fowls did not avoid the place. On the other hand, I have on two occasions seen small garter snakes killed and devoured by a flock of half grown chicks.

Mrs. B. B. Cotton, R. 1, White Cloud, Kas. Barred Plymouth Rocks. This picture was taken inside of the house and is certainly a good one for an inside picture. The OLd Trusty dog is wide awake. If the little girl will call me Uncle Johnson I will send her a treat.

But perhaps a stronger illustration of instinct is the fear of hawks. They pay no attention to pigeons or the average bird, but the appearance of a hawk brings a panic. No, sir, they do not run and yelp, instead they hide so quickly that we can hardly see how they do it. This expert hiding though, is more noticeable with young quail or prairie chickens. The young bronze turkeys can do a good job at hiding if they are suddenly frightened.

Elsewhere, under the heading of "Temperature," I have spoken of instinct and natural temperature, but perhaps instinct is no stronger with small chicks in other things than in food. On the farms where they have all out doors for a range, they find hundreds of different kinds of bugs and insects, all kinds of grain and the great variety of weed seeds. I never heard of them eating anything poisonous, did you?

Speaking further about instinct, let me mention that the smallest chick will leave an ant alone, while on the other hand they are little savages after crickets and hoppers. I never saw a cricket too large for them.

Hot Water Best for Incubators, Hot Air Best for Brooders.

On first thought a great many take it for granted that if hot water is best for heating incubators that it would naturally follow that hot water would be best for brooders, and so it would if the same conditions were to be met in both instances, but the conditions are not the same. For instance, if we kept chicks confined for three weeks to the same temperature we would wind up without them. The correct idea in brooders is to have a warm and cool end to the chamber, so that the chicks can, on their own account, adjust themselves to the most comfortable place. They adjust themselves under hens day or night and do the same thing in the OLD TRUSTY Brooder. No regulator is equal to the natural born instinct of the youngest chick. All they ask or need is a convenient, comfortable place, and they will find it every time.

H. E. Shumate and family, Preston, Mo. Over 200 little chicks under and behind the incubator, also in the grass in front of Mr. Shumate.

With incubators, we have a different proposition. The heat must be applied to every part of the warm chamber alike. It takes that certain degree of heat, and the eggs cannot adjust themselves to any particular position. On the one hand, we have a live, active thing to consider. On the other hand, we have a dormant, immovable thing. In the OLD TRUSTY Incubator we hatch the eggs on account of an extreme even temperature. In the OLD TRUSTY Brooder we raise the chicks on account of their adjusting themselves.

With incubators no hot air system equals the hot water pipe system in the OLD TRUSTY. While a warm and cooler place is absolutely necessary in a brooder, such a thing proves disastrous in an incubator. One of the reasons for the success of our brooder is the wide margin between heat and cold and giving the chicks a chance on their own account. The very points favorable to brooders, in this instance, would be unfavorable with incubators. Aside from the reasons I have mentioned, the best and most conclusive evidence lies in the results.

Right here and now let me call attention to the record of either incubator or brooder. The verdict everywhere is that the OLD TRUSTY makes good.

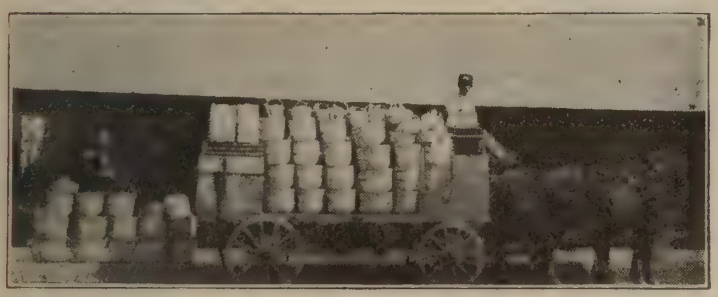
The Nebraska Poultry Company.

W. F. Holcomb, my old friend, Bill, is now sole proprietor of the Nebraska Poultry Company. He and two partners started the fine poultry business five years ago. The two partners got cold feet, to use a slang phrase, and Bill bought them out. Since then he has built up the most extensive fine poultry business in the West. He owns and controls thousands of head of some 35 varieties. He keeps each variety on different farms. At his home place he breeds some 15 varieties to improve the different larger flocks, to improve the egg yield principally.

Home of W, F. Holcomb, proprietor of the Nebraska Poultry Co., Clay Center, Nebr. The above photo does not do justice to Mr Holcomb's poultry plant. It shows only a small portion of the buildings and yards.

Mr. Holcomb is not the huckster grafter that keeps pairs, trios and pens to win premiums while he sends his customers fowls from a huckster wagon, or eggs from the grocery store. While speaking of pens and pairs, an incident comes to mind.

Some years ago an incubator concern advertised a free setting of eggs from their best pen of fowls with each incubator. After the season was over they claimed to have sold 11,000 incubators. The pen must have laid upwards of 150,000 eggs in about ninety days. Pretty good laying, wasn't it?



In front of the Nebraska Poultry Co.'s office. Shipment of fowls and eggs by the dray load.

There are lots of that prize winning pen fake worked off on the unsuspecting public, but Bill don't do that way. Instead of pens, he has flocks of from 50 to 150 head. Instead of close confinement, each variety has the range of a whole farm. No invalid breeding stock among Holcomb's flocks.

Take my word for it, Bill will treat you right. Write the Nebraska Poultry Co. for either fowls or eggs for hatching.

Sensational Improvements.

It has always appeared to me as a queer proposition to use up a lot of space telling about the wonderful things an old model incubator had done, and claiming wonderful things for an untried new model. It always occurred to me that if a last year's machine did such wonderful things, why then a new model and so many sensational improvements? The question is, who has tested the new wonder? Invariably they are invented in the summer time and put on the market the following winter. The question again, who knows if the new model will work in winter time or work any time?

Mrs. Robt. S. Bell, Huston, S. D. Hatched over 700 chicks with the 150 egg incubator this past season. Secured eggs from among the neighbors. Miss Mildred Bell is in the photo.

In nearly or quite every instance, the sensational improvement or new model must be tested by the purchaser at his own expense. Another question here, why use testimonials about older style machines to boost a new and untried one? Yes, that's so. Some of you adventurer manufacturers have tested your new wonders, gave the incubator the benefit of all doubts, assumed the eggs were poor, and the conditions out of kelter, etc., etc., and turned the prisoner loose.

Nowadays, it is an easy matter to copy an old outlawed patent and claim a new invention. It does not take an experienced incubator man or poultryman to do it. Ninety-nine per cent. of the busy poultry raisers haven't the time to dig up ancient history on old time or discarded incubator ideas, neither has every one the time or experience to figure out the practical ideas and separate them from the purely theoretical. Any adventurer can start an incubator concern. A little money, a little conceit, and some nerve are the requisites. The most absurd thing can be whitewashed by a good advertisement writer and the advertisements will look just as good and perhaps have twice as many claims as the advertisement of a known good incubator.

Free Reading Notices.

I ran a poultry paper one time. It was then the rule to charge for the space used in display advertising, and to throw in a lot of space which the advertiser could use, free of cost, to boost himself and his goods, the advertiser writing the stuff himself. Invariably, he so wrote the rot that it would appear to the uninitiated as having been said or endorsed by the editor. I finally got mighty sick of that kind of medicine and refused to have said things I never said. The dose that didn't go down and finally turned my stomach was from a lightning rod man that had turned incubator man.

I was personally acquainted with him and knew that his chicken experience was confined to eating dead ones at the restaurants, and I personally knew that he could not make a square cut with a saw after a line had been made for him, much less knowing anything about actually making an incubator, but just the same, the guff he wanted me to print said he was such an experienced incubator man, could make them from head to tail, could do his own drawing and sketching, wrote his own advertisements, and had raised poultry extensively for over twenty years. According to his yarn, the editor especially recommended his goods and endorsed his lies.

I refused to run the stuff and he withdrew his advertising. There are number of dapers now that will not print such stuff, even though pay is offered. While on the other hand, a great number do furnish the free space, while still a few more will run the stuff and charge for the space. Most publishers are tired of the nonsense, but the question is, What can they do about it? The free reading notice graft is like a leech; it won't let loose.

I have had experience on both sides of the question. While I may lose some trade through omitting the graft principle in my business, I still prefer leaving it out. If a publisher, in the bigness of his heart, should say something nice, and really say it himself, I am here to appreciate. Thus far, though, publishers, as a rule, seem to cater more to the kickers than to the satisfied ones, but what's the difference. Really, I believe there are enough people who understand the deception of free readers and are really tired of it to bear me out in my stand. Anyhow, business is coming my way and that is what we are here for.

Should it occur to occasional fair minded publishers that Johnson is not a graft patron and they want to say something good about me, please make it brief and in regular brevier type instead of a longer lingo in the pinched-up, little nonpareil type. If you say nothing and your paper pays me, I will come again.

The Name OLD TRUSTY.

It was during the summer of 1903 that I invented my present incubator. A name for the incubator hardly occurred to me until I commenced to advertise and get out printed matter. What can I call my incubator? The question came up in a hurry and must be answered in a hurry. "Call it Johnson's Best," suggested a number of friends, and I sent out some three hundred labelled "JOHNSON'S BEST INCUBATOR."

But I did not like the name and I liked it less and less. To me it flavored of bragadocio. As most men do when in real trouble, I held a council with my partner, my wife, and we carefully went over a long list of names already in use and a list of new names. There were all kinds of names hinting at certain results. Some of them sounded so good that we could almost hear the egg shells rattle and the chicks peeping, but all these names and most everything else that sounded good and appropriate seemed to be in use. The only half way sort of name to get was the "Promise to Hatch Incubator."

We had a good laugh over that name. "If it would make good," says I, "And keep its promise," says she. "But, say, wouldn't the Promise to Hatch Brooder be a queer name?" And so the talk ran. We were sitting on the porch and were about ready to adjourn when our old dog Trusty came around the corner wagging all over as though he would be anxious to join the council. "Let us call the incubator OLD TRUSTY," says my wife.

"The name has no connection," says I, "besides the word 'old' would suggest an old make of incubator."

Says she, "The queerness of the name would be what I would like." Then she proceeded to argue the case. "Is it not true," says she, "that some of the most worthless goods have the very best names, and is it not especially true of incubators?" "It's a fact," says I.

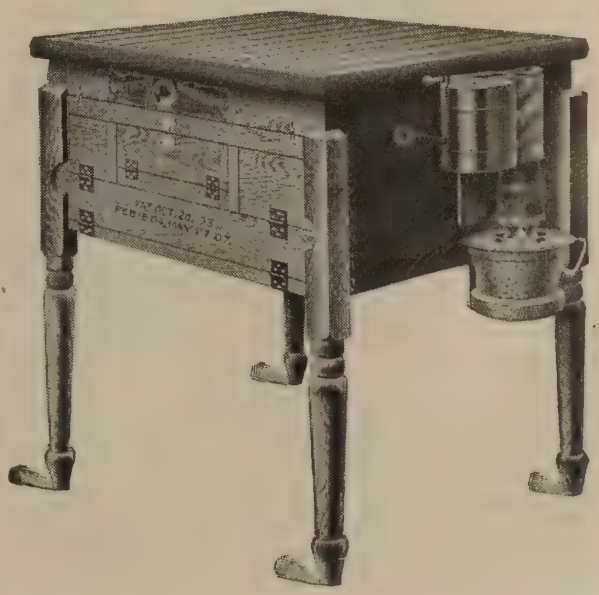
Says she, "If it could be possible for people to look at the incubator's record and not let the name influence them, then our new machine will get to be popular, no matter the name." "Right again," says I.

Four years have passed since then. People have looked at the record; yes, sir, and the name OLD TRUSTY is today a popular one.

Sold more incubators and brooders last year than any other concern or person. From the very start one incubator has sold others until they have reached every nook and corner of this country and nearly all the foreign countries. Although a dog's name it has made its own record.

Incubator Simplicity.

In my manufacturing business I need to buy a great many different kinds of wood and metal working machinery: boilers, steam engines, gasoline engines, pumps, injectors, dynamos, typewriters, and adding machines. In selecting these different machines and tools, I first look to the quality of work turned out, next to the simplicity and ease of operation, the durability, compactness, the looks and the price. Although an engineer and machinist myself, I buy tools and machines that the most inexperienced workmen could soon learn to operate successfully. I have no use for really unnecessary intricate parts. In the matter of typewriters, we have twenty-two machines. We have five different kinds. After a long experience, we like the kind that is easy to learn, does good work and ready for business every day of the year.



Notice the clear top to lid of incubator. The lid makes an ideal place to set the tray while turning or airing the eggs. No need of an extra table for that purpose. The lid never becomes very cold like a bare table in a cold room, hence the eggs do not get an unnatural chilling on the under side. Don't skip over this feature lightly; it is important to you.

Notice that the regulator is out of harm's way. The children, the family cat or the husband's hat are not continually disarranging it as is the case with the old style top lever regulator. We attach and connect the regulator here at the factory and it arrives at our customers all ready for business. Think this proposition over. It's different from attaching and fitting a lot of parts on your own account, as is the case with the complicated top lever regulator.

Invariably, new hands at inventing overlook simplicity and fewness of parts while the experienced inventor makes as few parts as possible and sees to it that every feature is so made that it will not get out of order. When it comes to simplicity and the question of every part being really necessary, no machine or incubator excels the OLD TRUSTY. From the top of the lid to the bottom of the legs, it is common, every day sense that appeals to the expert or to the most inexperienced. No watch making skill required in operating; IT RUNS ITSELF.

The Hog in Pants.

One time I drove up a long hill to a long, narrow bridge, and behold, I saw a team coming at the other end. He was there first and had the right of way. I began a laborous task of backing down the long grade. "Hold on," yelled the man. "Plenty room," says he. We each crowded to the right and there was about two inches between the hubs. After we cleared I stopped to thank him. "Never mind," says he, "all I ask of you, young man, is to keep this incident in your mind and what I am going to tell you." Says he, "Two gentlemen can pass on this bridge, but two hogs couldn't."

I have kept my promise. The incident and what he said has more and more in it as I grow older and older. Yes, sir, there are hogs in pants; we meet them wherever we go. They not only want half the road, but all of it.

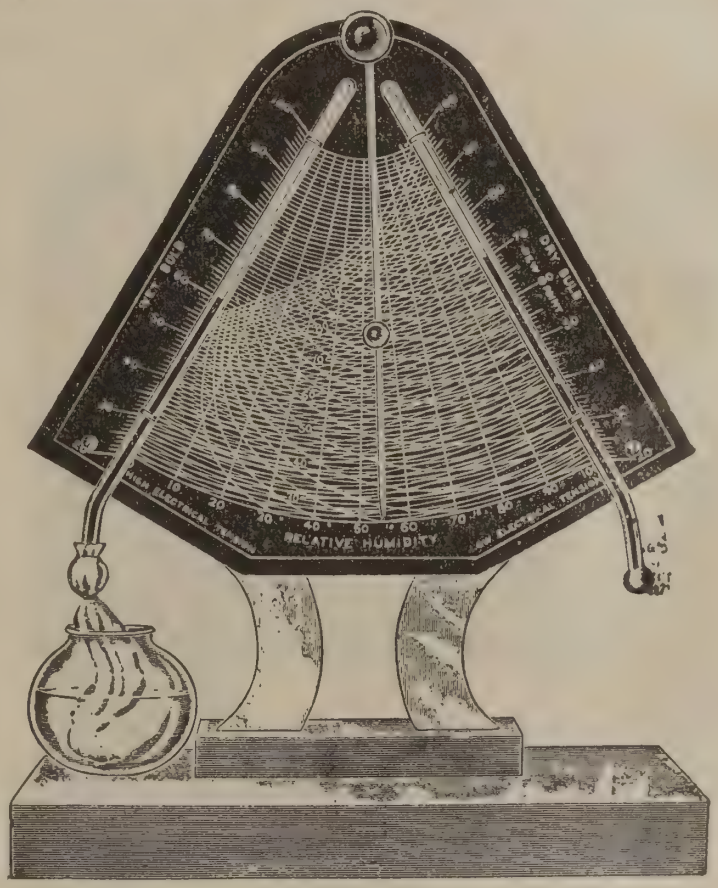
Mrs. Lizzie Unfriend, Junction, Ill. Got 118 chicks from 150 egg incubator; has good luck right along.

But we like to get even with him. We can't help it. The most satisfaction I ever got out of a play-even deal hardly concerned me, but it did me good just the same. I was making a trip to Texas on a crowded train. Just opposite sat a pompous, sour-grapes chap that was holding down a full seat with himself and grip. Dozens came along asking him if the rest of the seat was occupied. Yes, sir, yes, ma'am, he was saying to them. One man asked where the other party to the seat was at. Just stepped back, he motioned. This performance kept up for over 100 miles.

Finally a new conductor took charge and old Sour Grapes kept at his game. We passed a couple of stations and I advised the conductor of what was going on. I took some satisfaction in telling him in the presence of Sour Grapes. That particular Texas conductor carried conviction when he talked and he gave old Grapes a talking to that did the whole car of passengers a lot of good. That grip went into the rack in a hurry, as also did a party go into the other end of the seat. No, sir, he didn't talk back, and I never saw a hog in pants that would talk back.

The Moisture Question.

I have a number of moisture guages. I have them from the cheapest to the most expensive. The accompanying cut illustrates the only one that has ever been any help to me in figuring out the moisture question for incubators. Even with this one, I can, at most, approximately determine the moisture question for the diffcrent altitudes or localities.



After all the experimenting ever done, relative humidity of the air is the governing factor as it would pertain to incubation. For instance, the average relative humidity at New York City is 65 to 70 on the scale; at Chicago it is 60, and at Denver it is 45. Doctors and men of science in that line tell us that about 60 is the normal point of humidity.

Relative humidity has reference to the amount of moisture in the air. Relative humidity and relative temperature are as one factor. Air at a temperature of 32 degrees will hold two grains of moisture per cubic foot, while air at 68 degrees will hold 7½ grains per cubic foot.

But, reader, let me tell you something. I have used up a lot of time with moisture guages. I doubt if there is an incubator man that has experimented as much with moisture as I have. I have finally come to this conclusion, viz., that the key note on the moisture question has been struck when we make big hatches of strong chicks.

The OLD TRUSTY Incubator is ventilated right and it stays right. Under all circumstances and conditions there is a mild movement of air in the egg chamber. My instruction book makes the moisture question simple and easy. It is long enough to be thorough and short enough to be understood.

What Size to Buy.

The bigness and smallness of most things have a limit. It is no more pronounced in anything than in incubators. If we just wanted to play poultry raising then a 50 egg incubator would make a nice plaything, or if we wanted to grind through a large number of eggs, regardless of results, then incubators of the long wide kind would be just the thing.

I have made incubators holding as high as 800 eggs, and I have made them as small as 30 egg capacity. From year to year I have gradually tapered them down and up until I now make but three sizes. I cannot make a 50 egg machine of good material and furnished with good fixtures much cheaper than a 100 egg size and rather than make cheap ones to compete with cheap ones I prefer to lose the orders for 50 egg incubators. There are big immediate profits in selling big incubators, but its followed with a reaction. They do not satisfy as the smaller ones do and do not create a demand for that brand of incubators.

Mrs. J. W. DeWalt, Export, Pa. Single Comb Buff Leghorns and Mountain Eagle Games

I make each size over size. They easily hold the rated number of the largest eggs or 20% to 30% more of the smaller sizes, Leghorn eggs, for instance. I sell about an equal number of the 100, the 150 and the 200 egg sizes. A No. 2 lamp fits the smaller size, a No. 3 fits the largest and either size runs the 150 egg size nicely.

I cannot select the size for any one. No class of poultry raisers seem to select a certain size. Either size OLD TRUSTY is compact; they are all incubator. They occupy but little room and are not cumbersome to handle. I wish I could help every one to select a size, but I cannot. To raise a certain number of chicks of course you would not need to set the larger one so often.

Popular at Home.

There is an old saying that you can judge a man by the way his neighbors like him, or a woman by the mercy shown to other women. I like to have the OLD TRUSTY judged by the same court.

T. L. Norval, president of the Nebraska State Poultry Association for a number of years, run an OLD TRUSTY on his fine B. P. Rock eggs. L. P. Ludden, secretary of the Nebraska State Poultry Association, has used an OLD TRUSTY from the first one, as also does I. L. Lyman, the treasurer of the Association. Nearly or quite all of the board of managers use the OLD TRUSTY. In fact, there is hardly a prominent poultryman or woman in the state that does not.

Several western poultry judges are my customers, as are also several publishers of farm and poultry papers. Most of the prominent Nebraska stock breeders use my machines, and I believe the balance would recommend them. Over forty OLD TRUSTY Incubators are used inside of the corporation lines of Clay Center, over 600 are used in my home (Clay) county.

Wm. Yackley, Wheaton, Ill. Breeder of White Plymouth Rocks. Always gets a good hatch with the OLD TRUSTY Incubator. The above picture shows 95 chicks from 108 eggs. The OLD TRUSTY Brooder is equal to raising them.

But perhaps the most complimentary endorsement the Nebraska poultry raisers ever gave me was the presidency of the Nebraska State Poultry Association. I now hold the office of president and without solicitation on my part.

While I am proud of the office and appreciate the honor bestowed, my good wishes for the association prompt me to resign, which I shall do at the next annual meeting, and vote for a man who has time to look after the duties of the office and more competent to fill an office that requires the special fitness. Let me here thank the Nebraska breeders for the honor and confidence. Except holding a responsible office with you, I am at your command.

The Nebraska state poultry shows are big events. More fine poultry on exhibition than at many national shows.

Thinking Backward.

I can remember the first two-horse corn cultivator that came to Adams county, Iowa. It was painted blue with handsome stripes. The owner had the nerve to exhibit it by the side of the roadway. Teams scared at it; the neighbors were indignant. Everybody said the man was too high-falutin', buying beyond his means, and from then on we could look for a weed field instead of a cornfield, etc., etc., but it didn't turn out that way. The new plow did a better job and a quicker job. About ten years later, the man of nerve, the man that frightened peoples' horses, and all those kind of things, owned a big share of all the land that adjoined him, and wanted to buy the balance of it.

Mr. and Mrs Fred Kemp and James and Marie, Osage City, Kas. Mrs. Kemp's father and mother at Mrs. Kemp's left and Mr. Kemp's father and mother at Mr. Kemp's right. They raise the Plymouth Rocks and Leghorns. The above is a good photograph except in some particulars. The lens was not on a general focus; the center ones in the pictu.e took first rate, while at the right and left it was dim, or, in other words, this picture was taken with a portrait lens instead of a view lens A nice group and a good picture anyhow. The make-up of this group is a good one. In the picture there is a resemblance among the older folks.

My first remembrance of telephones calls to mind that the average busy person looked at them as a toy or a thing for amusement, and I can remember that it took some time for the average busy person to believe that gasoline engines were a reality. And wireless telegraphy has come and established as a necessity before we, the average person, can comprehend its possibilitles, and even right now a flock of airships might light on our wheatfield before we could get our shot gun in order.

Now they are talking wireless telephones; going to talk clear around the world without any poles or clothes lines, and, to cap the whole dusiness, we are going to communicate with the planet Mars in one hundred years from now, but the most of us will hardly wait for it.

Yes, sir, and the horseless carriage is here, came so quickly that we can hardly realize it. Wonder what our children will be doing fifty years hence, and their children a hundred years from now?

Incubators vs. Hens.

When all conditions are just right hens do a very good job at hatching. If the hen is right and the conditions are right no incubator can beat her.

Hens have a habit of not setting when they don't want to and when we want them to, and setting when they want to and when we don't want them to. They are so often contrary to what we need and want that the best we can do is to wait until they do it.

I know of several instances where the hens were running the poultry business to suit their own convenience until the season was nearly over. They would set enough to hatch out more than plenty of lice and mites and fight and break enough eggs to run a boarding house

In one particular instance, a flock of two dozen hens utterly failed at a new generation of themselves. The owner finally got mad, sold the whole business and bought an incubator. Althought it was late he wound up in the fall with nearly 300 chicks.

It costs less to run an incubator than to feed hens enough to incubate the same number of eggs. The incubator is always ready, never leaves the nest, never fights, and is not in the lice hatching business.

Rev. H. P. Everhardt, Gayville, S. D. Breeder of Rhode Island Reds. Rev. Everhardt says both the OLD TRUSTY Incubator and the Rhode Island Reds can be trusted.

With a good incubator you can plan ahead. There is something definite, that you can count on, and you can enlarge your poultry business as you wish to.

The Johnsons at Home.

We have a comfortable residence and six acres of ground in the edge of town, four blocks to my office and the same distance to the factory. We have a handsome little Jersey cow and 100 White Wyandotte hens. It's a new place and we are planting trees and trying to fix up generally.

We have one son and one daughter, and both work in the office. The boy is now past thirty and lives neighbor to us. They have a little boy who calls me grandpa. He is the only grandchild we have. My son is office foreman, has worked through all the factory and office departments. I could not get along without him. Our daughter works in the bookkeeping department of our office. All told, the Good Man has been good to us; our family are with us and all satisfied. We have gone through the mill, so to speak. We know what hard work is and are still working.

Swedish Instructions.

Fullständiga instruktioner på engelska medfölja hvarje Inkubator och Häckbur. Af den orsak att regulatorn är fäst och hopfogad här på faktoriet, och når kunden på så sätt. är han icke besvärad af att känna till hur regulatorn skall fästas eller hopfogas.

Allt som behöfs göras för att sätta upp och i gång inkubatorn är att taga af pack-korgen, öppna dörren, toga ut benen och fästa dem i hvart hörne, skrufva upp lamphyllan i hålet, fylla cisternen med vatten, fylla lampan med kerosin, tända den och sätta den på hyllan med metal skorstenen omkring en half tum i kokaren.

Afskrufva den justerande skrufmuttern på regulatorn och låt spjellet stå nere till temperaturen går upp till 103, skrufva då upp på den justerande muttern till spjellet börjar att höjas och regulatorn kommer då att automatiskt reglera temperaturen för sigsjelf.

Ni kan operera maskinen tom öfver natten och fylla brickan med ägg på morgonen. De kalla äggen komma att sänka temperaturen, men blif inte orolig, de skola småningen blifva varma och temperaturen rattar sig igen af sig sjelf.

Det blir kanske nödvändigt att justera regulatorn igen efter äggen aro uppvärmda så att kan hålla hettan just rätt under inkubationen men detta kan lätt göra genom att skrufva upp eller ned den justerande muttern efter behof.

Jag inser att läsandet af instruktionerna innan ni har sett Inkubatorn icke upplyser mycket, men så snart ni ser maskinen blir det lätt för er.

Den rigtiga temperaturen är 103 med termometern liggande på äggen med siffersidan uppåt. Om regulatorn sättes mellan 103 och 104 behöfver ni icke oroa er angående utkläckningen.

Vänd äggen till hälften en gång hvarje dag och hvarannan dag vänd dem två gånger, orsaken till detta är att hindra äggen från att ligga på en sida hvarje dag eller hvarje natt.

Det är också en god plan att ruska äggen med handen en eller två gånger hvarje dag. Det tar endast några sekunders tid och hjelper betydligt till att styrka kycklingen i skalet.

Under det kläckningen pågår håll dörrarne stängda så mycket som möjligt så att icke hettan går ned och kycklingarne försvagas.

Den instruktionsbok, som ni kommer att finna i Inkubatorn eller Häckburen, är mera fullständig än jag har rum för här, på samma gång är den icke en långtrådig, hemlighetsfull bok. Den är klar och tydlig, det är så lätt att följa instruktionerna att ingen kan misstaga sig och ingen gör det heller

Bohemian Instructions.

Uplný návod k vedeni a řizeni tohoto stroje, jest poslán s každým strojem a vychovatelem. Poněvadž regulator jest připojen ke každému Incubatoru hned v továrně, a jest vám tak dodán, tu nemáte žádnou nesnáz s připojováním téhož.

Vše jest připraveno, potřebujete pouze Incubator postaviti, otevřiti dveře a vyňáti podložky (nohy) a připevniti tyto v každém rohu, přišroubujte poličku na lampu v ložísku pro tuto vydlabeném, naplňte káď vodou, naplňte lampu petrolejem, zapalte tuto a postavte na poličku tak, aby komínek vyčníval asi pul palce v kotli.

Odšroubujte řidici matici na regulátoru a nechte záklopku dole až tlakoměr bude naznačovati 103 bodu, tu zase přišroubujte řidici matici až se záklopka počne zvédati, po om regulátor bude se řidit sám sebou, a bude řidit svou vlastní teplotu.

První noc zkoušejte Incubátor prázdný, až teprve ráno naplňte šuplik vejcemy. Studené vejce ovšem och adí teplotu v stroji, avšak toho si nevšimejte, neb tyto po krátké době se ohřejou a přivedou teplotu zase do své míry sámy sebou.

Možná že bude nutno zase regulátor znovu přéhlédnouti po krátke době co se vejce ohřeji a by se mohla teplota udržovati stejnoměrná po dobu líhnuti, však toto muže lehce býti učiněno tim že se šroubuje matice řidici nahoru neb dolu.

Jest nám jasno že z pouhého čtení těchto návodu, a než obdržíte neb uvidíte Incubátor mnoho nepochopíte, avšak jak stroj přehlédnete tu vše vám bude jasné.

Správná teplota jest 103 bodu, s teploměrem léžícim na vejcych z čislicemi nahoru. Pakli regulátor jest upraven mezi 103 a 104 tu nebudete míti žádnou nasnáz s líhnutim.

Obraťte vejce na půl jednou za den a každy druhý den je obraťte dvakrát; timto se zamezí by vejce byli neb léželi jednou stranou stále nahoru neb dolu.

Jest též dobrou radou zmíchati vejce jednou neb dvakrát denně. Toto velmi přilepší a sesilí kuřátka které jsou v škořábce.

Jak se počnou kůřata proklubávati, hleďte by dveře Incubátoru byli držány co nejvíce zavřené, neb stálé otvíráni dveři velmi sníží teplotu a seslabí kůřata.

Knížka z návody, kterou najdete v Incubátoru a Vychovateli, vám podá vice než jsme mohli podati zde, přece však neni v této nic více než jest pochopitelno. Vše jest jasné a k bodu, a tak lehké k následováni že se nemužete chyběti dobrých výsledku.

German Instructions.

Vollständige Anweisungen in englischer Sprache sind jeder Brutmaschine und jedem Aufzucht-Apparate beigegeben, aus dem Grunde, daß der Regulator in der Fabrik angebracht und verbunden wird und auf diese Weise in die Hände des Kunden gelangt, der sich dann nicht abzumühen braucht, den Regulator richtig zu befestigen und in geeignete Verbindung zu bringen.

Alles was zu thun ist, um die Brutmaschine aufzustellen und in Betrieb zu nehmen, ist die Verpackung zu entfernen, die Thür zu öffnen, die Beine herauszunehmen, diese an jeder Ecke festzuschrauben, das Lampensims mit dem Schenkel nach oben in die entsprechende Vertiefung zu schrauben, den Wasserb hälter mit Wasser, die Lampe mit Kerosinöl anzufüllen, letztere anzuzünden und auf das Sims zu stellen mit dem metallenen Cylinder etwa einen halben Zoll hoch in den Kessel hinauf.

Schraube die Richt- oder Adjustirungs-Schraubenmutter des Regulatoren los und lasse die Klappe nach unten stehen bis die Temperatur auf 103 Grad gestiegen ist, dann schraube die Adjustirungs-Schraubenmut er auf bis die Klappe sich hebt; der Regulator wird dann die Temperatur automatisch selbst reguliren. Man kann die Maschine während der Nacht leer operiren und die Eierschublade am Morgen mit Eier füllen. Die kalten Eier werden die Temperatur herabmindern, doch braucht man deswegen nicht besorgt zu sein, sie werden sich allmählich erwärmen und die Temperatur wird von selbst wieder die richtige Höhe erreichen.

Es mag nöthig sein den Regulator, nachdem die Eier warm geworden sind wieder zu richten, damit er die Wärme während des Brütens in angemessener Höhe aufrecht erhält, doch das kann man leicht bewerkstelligen, indem man die Adjustirungs-Schraubenmutter entweder nach oben oder unten dreht wie das erforderlich sein mag.

Ich weiß recht gut, daß das Lesen der Anweisungen vor dem Ansichtigwerden der Brutmaschine nicht viel Belehrendes darbietet, doch sobald man der Maschine dann ansichtig wird findet man alles leicht verständlich.

Die richtige Temperatur ist 103 Grad wenn das Thermometer auf den Eiern liegt mit den Ziffern nach oben. Ist der Regulator auf zwischen 103 und 104 gesetzt so kann man wegen des Ausbrütens unbesorgt sein.

Man wende die Eier jeden Tag einmal und an jedem zweiten Tage zweimal halb herum; das geschieht aus dem Grunde, zu verhindern, daß gewisse Hälften der Eier jeden Tag oder jede Nacht nach oben gewendet sind.

Es ist auch gerathen die Eier ein- oder zweimal täglich mit der flachen Hand zu bewegen. Das nimmt nur einige Sekunden in Anspruch und trägt viel dazu bei, das Küchlein im Ei zu stärken.

Während die Ausbrütung vor sich geht halte man die Thüren so viel als möglich geschlossen, sonst könnte die Temperatur zu sehr sinken und die Kücken dadurch geschwächt werden.

Big Poultry Plants.

Some of the big plants stay big, while others get smaller and smaller. We can always read accounts of wonderful things they are going to do, but we hear little about what they failed to do. The majority of those who jump into these big undertakings are people with more money than experience and the majority fail.

Let me tell a story. Years ago, when I was susceptible to all the stuff I read, I saw an account of a big plant at Ottumwa, Iowa, where they used 22 of the 200 egg size wonderful incubators. The same catalogue gave a picture of a big incubator cellar at Kearney, Nebr. I visited both places. At Ottumwa they had a plant for sale; at Kearney I found the great incubator cellar full of potatoes.

Mrs. Alice E. Worsham, Connersville, Ind., R. 4. Breeder of Buff Plymouth Rocks and White Wyandottes. Mrs. Worsham has used the OLD TRUSTY Incubator three seasons with excellent results. Believes in having the best–the best incubator and the best poultry.

I do not believe I would be overdrawing if I said that 80% of the big plants were a failure; they fail for various reasons. Inexperience, theoretical extremes, the wrong kind of poultry literature and extreme machinery methods. The whole scheme too everlastingly theoretically automatic.

Neither do I believe I would be overdrawing if I said every one of these failures could be reversed by practical men or women poultry raisers. They might not need all the junk in the line of automatic feeders, swinging feed troughs and the numerous levers and triggers, to make the thing go, but they would find the buildings handy to raise chickens in.

I estimate that about 20% of the big plants are a success. In every instance the success is due to experience and good, hard, common, every-day sense. The press does not have much to say for the little minority because the minority are hunting for dollars and cents instead of notoriety. They are too busy. They know that cold facts do not make as entertaining reading as the fairy tales among the clouds, the theoretical stuff about what is going to be done, etc.

The Cheap and Better Incubator.

Evidently a number of incubator concerns advertise a cheap machine and a more expensive one with the express object of forcing the output of the manufacturer of only one grade into a class with their cheap ones, while they undertake to reap the harvest with their outrageously expensive ones.

Who ever saw or heard of a manufacturer of cheaply constructed incubators admitting the cheap tanks, lamps, etc.? The fartherest they go is to say, "Our cheap machines, of course, are not as good as our better ones, but for practical purposes, just as good as any, except our best ones." That's about the way the argument runs. As the Chinaman says, "It's heap lots of talk and don't say much."

J. F. Bush, R. 4, Marion, O.

Want to sell, seems to domineer every price in a special kind or line of goods. Take, for instance, the manufacturer who makes several kinds and sizes, and lists everything under the sun that is supposed to be good for poultry or good to have around the poultry yards. What is the ordinary mortal, the man who works for what he has, to do about it? It would take several hundred dollars to even get ready to raise poultry; besides, everything he sees listed in the book is highly recommended. If he is a logical thinker, he must conclude that it is more of a "fits like der paper on der wall" deal than a practical business proposition.

This is a day of specialists, but where is the specialist in such a promiscuous, we-make-everything proposition? How about the manufacturer who makes everything? Can he give the incubator manufacturing his entire effort and attention? Would it not be a logical conclusion to presume that the specialist who made incubators and brooders only, devoted his whole time and effort to turning out the very best that could be made? Would not the chances for getting good and carefully made incubators and brooders be better? We could make lots of things and run a notion shop, but any of these things would divide our efforts. It is worth while to think over all these things in advance of buying an incubator.

The Air Cell in Eggs and the Good of Turning Them During Incubation.

It is assumed by a great many that the air cell is a storage of air for the chicks to use during incubation. This is a mistake. Neither does the chick breathe during incubation, as is generally supposed. We find on breaking an egg any time after a few days' incubation, a throbbing as if trying to breathe, but it is the heart's motion instead of the lungs. After about the fifteenth day of incubation, there is a lung movement if exposed to the open air, but it is of short duration. The air is too strong and the lungs too weak, and it dies.

A chick does not breathe a natural breath until it pips the shell. From the time it pips the shell until it out it is adjusting its lung to real air. Right at this time a lowering of the temperature weakens the chick. Its lungs are not strong enough for the cooler air, and many times it causes them to give up before they get clear out. For this reason the machine should not be open too much in a cool room while the hatch is coming off. An old fashioned, long distance guess has it that the chicks die or get weak on account of escaped moisture, but the principal or real cause lies in lowering the temperature.

Mrs. Celia McCallum, Arlington, S. D. Evidently the photographer did not have his machine set right It shows lots of poultry, but does not show them plainly.

I have made test after test to determine these points. I find by repeated trials that the eggs can be safely withdrawn from the machine in a room of 103 temperature and the eggs continue to hatch without a halt, while if withdrawn in a room at 70 the hatch stops and is weakened.

The air cell has its use. It makes a backstop or brace for action for the chick. The enlarging of the cell and the growth of the chick is what makes the moisture leave, as pressure within the egg is formed which forces the moisture out. This pressure and force is not in evidence in an infertile egg. An infertile egg does not lose in weight, and the shrink in size is only slightly perceptible.

The Place to Run an Incubator.

There are over 600 OLD TRUSTY Incubators in Clay county, Nebr. I am personally acquainted with nearly or quite every user and can say that 98% of them run the incubator in the house. Some run them in the sitting room, others in bedrooms, and it is no unusual thing to see them in parlors, while many are run in the kitchen.

There is no smell or odor from the machine ,and why not run it where it is the most handy to look after.

Yes, that's so; a good, dry cellar or cave is all right if they get some sunshine and pure air, but lots of cellars and caves get no sunshine and the air is not good.

The very best place to run incubators is a place where it would be healthy for us to stay or live in. The worst place would be a cold, damp, mouldy cave or cellar.

The older I get and the more incubator and brooder experience I have, the more I like sunshine. Sunshine puts a lot of good in air; in fact, sunshine is life to lots of things,and when I see any one trying to raise chicks in the shade, entirely so, I can't help but predict failure. When I see any one too nice to have an incubator in the house, I can't help but predict that they would be too nice to raise the chicks.

Mrs. Elizabeth Sherrill, Beatrice, Nebr. Mrs. Sherrill has used the OLD TRUSTY Incubator four seasons with excellent results. Sometime hence I trust each of the little chaps will use an OLD TRUSTY Incubator Mrs. Sherrill says that she is running the chicken business when running the OLD TRUSTY Incubator, but when she depended on the hens,the hens run the business and to suit themselves at that.

If we have a suitable cave or cellar it would be all right, or if we were going to operate a number of incubators, it might pay to make a special cave, but as for the average farmer who only runs one incubator, I would say, set it where it is most convenient. The only caution I would make is not to set it too close to a stove or where the sun would shine directly upon it. Neither would I set it in a room that is as cold as out of doors.

My Poultry Lectures.

Each season I mail out to my customers a series of poultry lectures. They are free to my customers or 25 cents each to others.

These lectures are from the standpoint of the average busy poultry raiser. The people who like and do hatch 75% or better of the fertile eggs and raise 75% or more of the chicks, and not from the view point of the big plants where 50% hatches and to raise 50% of the chicks is satisfactory.

In these lectures I get down to the realities. I do not cater to the approval of other interests than to helping my customers make the most possible profits in their poultry raising. Hundreds write me that they like my occasional poultry articles in the farm and poultry papers, while thousands write me that my poultry lectures help them make money.

Mary A. Depuy, Mt Grove, Mo 96 chicks from 100 eggs. Has better success at hatching eggs than any of her neighbors who have other kinds of incubators. Mr. Depuy says the OLD TRUSTY beats all the setting hens ever scared up

For this season I have decided on one big lecture instead of the series of small ones. This season's lecture will be 36 inches, double column. It will cover everything pertaining to poultry raising, except I will leave the fancy side to the poultry papers.

The lecture will be ready February 1st. My 1908 customers will get it without a request. Previous customers can have it on request, and those not my customers can have it for 25 cents, in silver or stamps.

In dealing with the poultry question, I assume that 90% of the market poultry and eggs are produced on the farms, in the small villages and back ends of suburban city lots. I write in the interests of these 90% instead of the minority 10% that get nearly all the poultry literature attention from other writers. These lectures are drawn from my own experience and thousands of others.

Don't be Envious.

Some years ago, I envied the traveling salesman. A soft snap I thought to travel the country over, to wear good clothes and eat the best in the land. A jolly set of gentlemen, spin yarns to beat the band, and no end of fun. But I was mistaken. They are hard workers instead of men of leisure. Most of them have families, a wife and little chaps. He needs to get acquainted again when he finally reaches home for a few hours.

No, sir, let us not be envious. The cause for enviousness is on the other side. Nearly every mother's son of them is looking forward to a time when they can stay at home. In their snoozing while riding they are dreaming of a little cottage, a little wife, and little children, a garden, an orchard, a Jersey cow and some fine poultry.

Their dreams and wants are things we have. Why not be happy ourselves?

Julie E. Wise, New Market, Ia. Breeder of high class Barred Plymouth Rocks, Single Comb Buff Orpingtons, and Single Comb Rhode Island Reds. Mrs. Wise writes us that she has had between 85 and 86% hatches for two years and can say the OLD TRUSTY Incubator and Brooder are all around good machines. Mrs. Wise was one of my very first customers, having bought one of my very first incubators after I moved to Clay Center, Nebr.

It is difficult to realize, but when we have our families with us, all well and making an honest, good living, we have reasons for rejoicing, but do we? And when we are surrounded with fat horses, cows and chickens, it should add to our pleasures, but does it?

It should be a great pleasure to feed and care for animals and fowls and things depending on us. The traveling man thinks it would be, but do we?

Let us not be envious. Those we envy may envy us. Let us try to be satisfied with our lot, whether it is a whole lot or a half lot. Some other less fortunate person may not have a good fair, promise of anything, much less having it and realizing it. Let us be appreciative

The Poultry Business Again.

The first incubators I ever made, fifteen years ago, and the hundreds of little chicks on the Johnson farm, were protested by the neighbors. Says they, "The poultry business will be overdone if other incubators do as well," and really, I felt that their predictions might be correct, but for fifteen years or even as long as I can remember, poultry and egg prices have gradually grown better.

As far back as twenty-five or thirty years ago, I can remember times when eggs were hardly marketable during hot months. We could hardly trade poultry or eggs for groceries. Lots of times we were glad to get 5 cents per dozen or $2.50 per dozen for hens. In those days, four or five incubator manufacturers were in existence, and I knew of only three poultry papers.

Today there are some fifty incubator manufacturers and as many poultry papers, besides a hundred or more farm papers that devote a lot of space to poultry raising. The first poultry show I heard of was some thirty-five years ago at Corning, Iowa. J. M. Pierce, who afterwards turned out to be a poultry artist and poultry judge, worked up enough enthusiasm on fine poultry to make a show. Today nearly every county in every state have poultry shows. Nearly or all the states have big state shows, and the annual national shows are big events.

While all these things have been growing and the poultry output increased a hundred fold, the price of poultry and eggs have nearly doubled. Statistics tell us that the poultry and eggs of this country are worth more money than all the cattle or swine in this country. The annual output brings more cash than all the gold or silver mines.

The question is, what makes the great demand for the poultry product? While I never was much of a hand to study dry statistics, there are a few reasons that are apparent to all of us.

First, the people have learned to use some of the good things they produce. The producer is more and more a consumer.

Second, wild game is nearly a thing of the past and poultry is the only good substitute.

Third, the high price of beef and pork, and the objectionable things connected, has its weight in popularizing poultry as a meat food. The growth of this country, the prosperity, and several other things go towards making poultry raising a profitable occupation with a lasting foundation. There is no overstocking the market. It is now a cash product whether we sell to the merchant, the huckster, or ship direct to the great packing houses or commission firms.

Poultry raising today is one of the very few chances for people with small or moderate means to make money.

How to Manage the Egg Crop.

One time a widow lady moved to Clay Center. Not finding suitable employment at regular occupations, she conceived the idea that it would pay to establish an egg buying business and handle it on new lines. She wanted encouragement and came to me to get it. We talked the new idea over from every standpoint. The plan was this: She would pay cash for eggs and would not accept any that were not strictly fresh; would wash the shells when needed. Instead of shipping in ordinary cases as is ordinarily done, would use pasteboard boxes and cartoons holding one dozen each, and pack the cartoons in new ordinary egg cases. Would sort the eggs, having the brown in certain cartoons and the white ones in others; would test every egg and put her stamp on it. Would fix the cartoons with nice tissue lining and with nice labels printed on the lid.

N. Yackley, and family, Wheaton, Ill. Mr. Yackley states that he was not in the photo. I take it for granted that he took the photo himself. Lots of little chicks on the ground and in the brooders.

She then visited a number of cities and opened up a correspondence with a number of grocerymen who had the high class city trade. Her proposition was to furnish them strictly fresh eggs as above described at a slight advance over common market eggs. In a short time she had worked up a clientage that was not so particular about the price as in making sure to get more of them. She advanced the price from time to time and worked up a profitable business of her own. She not only had work for herself, but hired a number of helpers.

Any poultry raiser that has a case or more of eggs each week should adopt the very same plan. No trouble to find a market for strictly fresh eggs put up in handsome cartoons. To break the ice with some grocers, you may have to put in the first case at a very slight advance over common eggs, but when his customers discover the better kind and the nice clean way, he has a demand that he never dreamed of, and will gladly concede you a nice advance in price. He soon discovers that the demand wants that kind; not only that, but they add to the looks of his store and add to his prestige.

The Old Fashioned Straw Shed.

The most successful winter poultry house I ever saw was a big, open, straw shed. The shed had been covered direct from the stacker of the threshing machine. The roof, north side, and ends were several feet of straw chaff. Some thirty head of cattle were in the shed and yard at night and running into the corn stalks day time; besides, there was a hog trough in the yard where the shoats got their daily slops of bran and shorts. My father believed in being liberal with salt; the cattle had their salt box, and all the slop for the swine was seasoned with salt. I remember that an argument was up as to whether the fowls would get too much salt at the hog trough. Up overhead in the shed was a variety of poles and brush that served to hold the straw up. Flock after flock of early hatches took up their roosting place in the cattle shed, and by cold weather the regular hen house was almost entirely deserted. Some 150 hens, mostly pullets, were roosting in the cattle shed by December 1, and the daily output of eggs was from five to eight dozen, and it continued all winter. When the weather got colder and stormy days came, the cattle were fed in the racks, clover, timothy and millet hay, corn fodder, etc. The cattle were continually working down some of the straw shed, and finally the shoats went to sleeping in the litter.

Mrs. C. S. Shideler, Manson, Iowa. Mr. Shideler took the picture.

That old straw shed seemed to be a home for almost everything that could get into it. Even flocks of quail made daily visits and worked with the hens in and around the yard and shed. I do not remember of a single ailing fowl all winter, and when spring came they were ready to hunt in the nearby grove and orchard. At the time, I looked at these things as a matter of course, but since I have grown older and read and listened to up-to-date science, my mind wanders back to the old straw shed, its simplicity and its success. I have firmly made up my mind that lots of these poultry theories are more theoretical than practical.

POULTRY PROFITS

are measured by the health of your flock, for ailing fowls are a dead loss. Keep them in a vigorous condition, and there is no investment that can offer better dividends. Below is a line of.

Conkey's Standard Remedies

the products of many years of investigation and cautious trial. They are guaranteed to the limit and must please YOU, or your money is returned without a question

CONKEY'S ROUP CURE is used in every civilized country of the world, and is known as an absolute cure for Roup if given in anything like reasonable time. Prices 50c and $1.00 postpaid.

CONKEY'S BRONCHITIS REMEDY. Bronchitis is often mistaken for Roup, but it requires a different remedy. Price 50c postpaid.

CONKEY'S CHOLERA REMEDY. A positive cure for diseases of the digestive organs, and all troubles leading to Cholera. Price 50c postpaid.

CONKEY'S GAPE REMEDY. A sure cure for this terrible enemy of little chicks. Price 50c postpaid.

CONKEY'S CHICKEN POX REMEDY. This is called by different names in various localities—SORE HEAD, WARTS, PIAN and PIGEON POX. They are all the same disgusting disease and this will cure it, Price 50c.

CONKEY'S LIMBER NECK REMEDY. When fowls eat putrid flesh they are liable to have ptomaine poisoning, called Limber Neck. This remedy cures readily if given at the first start. It should be kept on hand. Price 50c.

CONKEY'S SCALY LEG REMEDY. This cures Scaly Leg, and is also an excellent dressing for the feet and legs of show birds. Price 50c.

CONKEY'S RHEUMATIC REMEDY. Excellent cure for fowls or humanity. Price 50c postpaid

CONKEY'S HEALING SALVE. For man, beast or fowl. Antiseptic and healing. It is excellent, Price, 50c.

CONKEY'S POULTRY LAXATIVE. Don't give Castor Oil, Salts, Aloes, etc. This is absolutely reliable. Price 25c postpaid.

CONKEY'S POULTRY TONIC. A general tonic for minor ailments that are not determined. Will often stop a disease at the start. Price 25c.

CONKEY'S LAYING TONIC. This actually promotes egg production without injuring or straining the fowl. It is not a food which you can buy cheaper at home, but it is a powerful, but harmless medicine that gently acts on the egg producing organs and promotes egg laying and health at the same time. Prices, 1½ lbs, 25c; 3¼ lbs. 50c; 7 lbs. $1.00; 25 lb. pail, $3.00.

CONKEY'S LICE POWDER. The best Lice Powder ever made. It absolutely kills the lice. Prices, 5 oz. pkg. 10c; 15 oz. pkg. 25c; 48 oz. pkg. 50c; 100 oz. pkg. $1.00.

CONKEY'S LICE LIQUID is the only thing for Mites. It kills them and keeps your fowls free. Prices, 1 qt. 35c; 2 qts. 60c; 1 gal. $1.00; 5 gals. (jacketed) $4.00.

CONKEY'S HEAD LICE OINTMENT. Harmless and effective. Saves little chicks. Prices, 10c and 25c postpaid.

CONKEY'S NOX-I-CIDE (formerly Taroline). The greatest disinfectant and germ destroyer known. One gallon makes 101 gallons when properly mixed with water for use. Prices, 1 pint 35c; 1 qt. 60c; 2 qts. 90c; 1 gal. $1.50; 5 gals. $6.50.

CONKEY'S SULPHUR CANDLES. Four oz. Sulphur in each. Death to insects and vermin. Prices, each, 10c, 3 for 25c.

CONKEY'S FLY KNOCKER means peace to the stock. It kills every fly it hits and drives the rest away. Clears the stables. Prices, 1 qt. 45c; 2 qts. 75c; 1 gal. $1.25; 5 gals. $5.00.

NOTE.—I have been selling a number of the above remedies for several years, also some other kinds that I now omit. The Conkey remedies have given such excellent satisfaction that I can add my personal guarantee to their worth, I keep a stock of their goods at all times. Send me your orders.

M. M. JOHNSON.

Fair Exhibits.

I doubt very much if there are two incubator concerns that have made as many fair exhibits as I. It was in my early incubator history that I sent incubators to all the fairs that I could reach, but for five years now I have cut it all out except the Nebraska State Fair.

We made a nice exhibit at our state fair to help make the fair and to meet our friends. We hatch out hundreds of chicks to entertain and explain the artificial method. These exhibits are in charge of your and my old friend, W. F. Holcomb. Most of us know him as Bill.

Carrie Hayner, Stockbridge, Mich. Rose Comb Brown Leghorns. The photo was taken with the lady and the incubator in the shade of the trees, hence the snap shot of the camera does not show them up plainly The very best time to take a snap shot at little chicks is about nine o'clock in the morning or five o'clock in the evening in the sunshine, or if taken in the middle of the day, a fairly good picture can be taken in the shade by opening the lens as wide as possible. In taking photographs towards the sun it is always necessary to shade the lens so that the sun will not shine directly into it. It is nearly impossible to take a picture of little chicks with a time exposure.

Bill is the man who talks our own goods and is not a side show yeller and knocker, as many exhibitors are. Bill visits and if he mentions other goods, it is always with respect. He persists in being quiet even though all his competitors blow a bazoo horn a mile long. Bill says the biggest fakes the world over make the most noise. You and I believe Bill is right.

I once knew an incubator to be on exhibition at all the fairs they could reach, and when spring and cool weather came, it could not be kept warm. They quit business, of course, but not before it cost their patrons considerable. The Nebraska State fair will not give premiums on incubators. One of the managers told me one time that it took three weeks to test incubators, and that no one could make a just award on appearances for a day or two in the hands of experts and, possibly, in some instances, jugglers in the art. The Nebraska State Fair managers do not make many mistakes. When they award premiums it means that some honest competent judge has been able to decide.

Bill and Me.

Bill and me, both of us, were neighbors at Sheridan, Mo., fourteen years ago. His children and mine went to the same school. Bill ran a hotel; I ran a chicken ranch.

I sold out and settled in southwest Missouri, and finally sold out again and came to Clay Center, Nebr. As luck would have it, Bill moved to Clay Center also. Nothing prearranged about it; just one of those unaccounted for happenings.

As luck would have it again, we both got a job in the same mill. Bill was second miller while I was the engineer. Bill was a good loyal friend to my incubator notions. Many a time he has helped me nearly all night. I finally gave Bill a half interest, and the way we worked was a caution, and it was another caution what little capital we had to put in the business. Neither of us had more than our salary, and a small one, too, at that.

Bill and me and the other fellow.

Finally, some of Bill's well-wishing, but mistaken friends begged him to leave Johnson and his hobby alone. Bill persisted in staying by me, but finally I heard of the good advice he was getting, and, really, it made me feel guilty. I had never dreamed of a possible failure of our undertaking, but the distant possibility I might be fooled, led me to say to Bill like this:

"Bill, it has come to me that my incubator hobby is keeping you poor. Now, Bill, it is like this: I feel certain of eventually winning out. My wife and I are determined to stay mighty poor a long time or to make something out of it, but in your case, Bill, you came in more to help me, I am sure, than from a dream of great wealth in the business."

Bill is all wool and a yard wide. Him and I went down to Jericho together, and we have stayed together as we agreed while making the trip.

Reader, do you see that youngster on our knees? Well, sir, that is our grandson. He is as much Bill's as mine and as much mine as Bill's. The photo was taken four years ago. The little chap calls both of us grandpa.

Inventing.

In seventeen years I have invented and secured fourteen patents. Four of them were on milling and mining machinery and ten on incubators and brooders. One of my mining patents and one of my milling patents are in use yet, although hundreds of milling patents have been granted since my invention. If I had today all the gold my inventions have saved, incubator manufacturing would be too slow perhaps. Two of my best discoveries were not patentable. One of them was to discharge the steam exhaust of mining steam pumps into the water discharge, thus carrying the steam out of the mine. My other discovery was that the steam exhaust of steam engines could be used for heating purposes without seriously interfering with the power of the engine. I made these discoveries nearly thirty years ago, and I feel confident that my putting them to practical use was the nucleus for the general use of the plans now. I had another invention which I got beat out of by a sham patent attorney. It was an indicator for hoisting engines. It was to the spool and showed the location of bucket or cage on a big dial, thus doing away with the need of marks on the rope. My invention also contained a counter for registering the number of hoists, also a signal bell that rang at any stated place for the cage in the shaft, and was especially valuable in giving an alarm just before the cage reached the top of shaft. It lessened the danger of the engineer running the cage up into the sheave wheel.

Mrs. J. M. Meyers, Stafford, Kas. 185 chicks from a 200 egg incubator.

An Experiment With Thermometers.

With my arrangement for suspending the thermometer, either on the hanging wire or from end of wafer bracket, there is always an exact even temperature. It could not be otherwise. The wafer and thermometer are on the same level and work together, more closely than when the thermometer is lying on the eggs, but the hatch is always short as compared to keeping the thermometer lying on top of the eggs.

Recently I made a careful test, taking notes each day. On the start the hanging thermometer showed over four degrees higher, that is, when the lower thermometer showed 102, the upper one showed 106. As the incubation progressed, the lower thermometer showed a higher temperature until the 18th day, when there was only one degree difference. This test was made in a room of 70 degrees temperature.

Time and again I have tried suspended thermometers, and to this time I have never got an entirely satisfactory hatch, while by placing the thermometer on the eggs I never failed to get satisfactory results.

C. M. Harrow, Riccarton, Christ Church New Zealand. Buff Orpingtons. The incubator full of shells, the brooder yard full of chicks. The little chaps were unfortunate in not having an Old Trusty dog. As a substitute they had the picture of the OLD TRUSTY Catalogue taken in the tray of the machine. Every country has its type of beauty.

For the reason of my handy thermometer hanger, it might seem that I would favor hanging the thermometer over the eggs, but I do not. The only time I favor a suspended thermometer is while the eggs are hatching, and then to carry the heat two degrees higher or at 104 to 105. The chicks could not tramp the thermometer down between the eggs, and that is the only advantage.

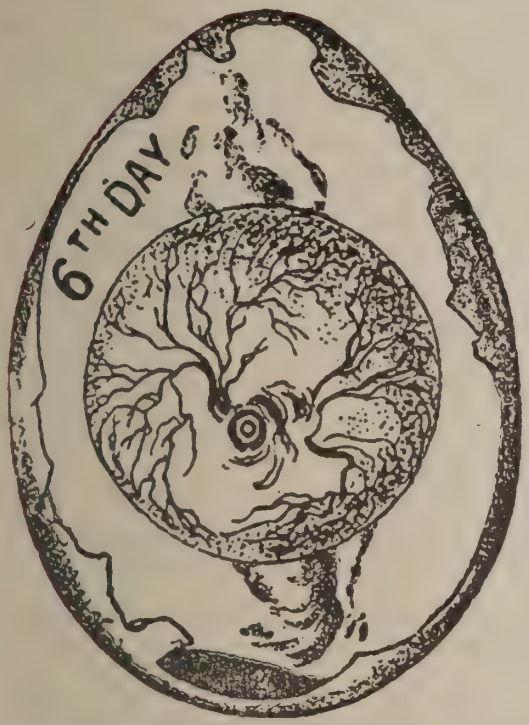
Poultry Houses.

In the poultry pusiness, as in the banking business, it is the savings and small per cents. that go towards big dividends. The old saying, "Look after the cents, the dollars are big enough to look after themselves," is suggestive even if not entirely true. To make the most money at poultry raising, we must hatch every egg that it is possible to hatch and raise every chick that is raisable, and in poultry houses, coops, and appliances, if an organ box can be utilized for a brooder shelter, and the brooder removed after the chicks do not need artificial heat, we are then getting at something practical. My advice to all poultry people is to build their own poultry houses from their own plans unless they can find a better plan that they know to be a success. Don't put much faith in the average blue print plan. Lots of these blue prints are the creation of an artist who perhaps knows nothing about poultry.

Thos. Wood, Jenning, Okla. 153 chicks from 160 fertile eggs. Mr Wood is a breeder of Rose Comb White Leghorns and White Wyandottes. Wherever you see an OLD TRUSTY Incubator and brooder, right there you see people that are really in the poultry business.

About the most successful common sense brooder house I ever saw was a building made on the octagon shape with a hard coal heater in the center. Individual brooders were used around next to the walls. This same house saved a lot of Leghorn combs the following winter and the hens never stopped laying through the hardest blizzard of the winter. A square house with the corners cut off for feed bins and the mow full of hay, straw, or even cornfodder is getting at it in a sensible way. For goodness sake, dispel the idea, if you have it, that thin walls shut up air tight is the proper way, and, again, don't let anybody's arrow point drawings on ventilation fool you. The arrow points in the drawing have no pulling power beyond an imagination. Just put the same common sense into the construction of your poultry house that you do in your dwelling house. That's all that is required. To start out do not nail the interior fixings so that you cannot change them.

The Development of the Chick in the Shell.



The above cuts are stock cuts. The meaning of stock cuts is that most all type merchants keep them in stock. Some elaborate on the cuts by running them in two or more colors, thus presumably showing the blood veins, yolk, shell, etc. However, this is all the work of imagination.

As far as I know, or anybody knows, the above cuts are reasonably correct. A great many changes could be made and no one could dispute any of them.

A good incubator will look after the size of the air cells on its own account. If it doesn't then it is not a good incubator. The instructions we send with OLD TRUSTY Incubator tell how to test out the infertile eggs, and that is all that it is necessary to do.

Let me say right here and now that more good eggs are spoiled through following incubation rainbows than in any other way. It is said that the hen is a brainless fowl. Whether this is true or not, she seems to have gumption enough of some kind to hatch eggs without an encyclopedia attached to her nest.

Whether you use the OLD TRUSTY Incubator or some other kind, in justice to the manufacturer follow his instructions. If you follow the simple instructions that you get with my machine I guarantee results.

The Exclusive Broiler Business.

There are a few trained poultrymen that can and do make exclusive broiler raising very profitable. With them the marketing is half of the profession. Right here, I wish to be understood on what I term exclusive broiler raising. As I use it, it means to raise chicks to a broiler size, then sell them whether cockerels or pullets. It further means that the eggs would be bought, else it would not be exclusive broiler raising. If hens enough to lay the eggs were kept, then it would be a combination. It would be egg farming and broiler raising, and if the old hens were replaced with pullets each fall, then it could be called egg farming, and if there is plenty of room and range most any careful person can make it pay.

Strictly broiler raising on limited room and limited experience has lost money for thousands. The main drawback is in getting the premises poisoned. Overcrowding the room seems to impregnate the ground itself with diseased germs, and it takes experience and work to overcome it. I have reference now to thousands instead of dozens or hundreds of little chicks. I am speaking of exclusive broiler raising where we are to assume that thousands of broilers are hatched, raised, and marketed on a small space of ground.

D. O. Quaintance, Gardner, Kas. Milton and Harold are the names of the two boys.

As I write, an incident comes to my mind. A party with a piece of ground 50x50 feet persisted in running two incubators all summer. The ground was flat, no drainage whatever. By the middle of June, it took two machines to keep up with the loss, and by September she had less chicks than in June. She persisted along the same line the next year and made a worse failure. Says she to me one day, "This chicken business don't near pay." Says I, "You go at it wrong. You find it so easy to hatch them out that you overdo it." Says I, "Do this way next year and I will guarantee that you will make it pay. Make a hatch March 1 and another May 15, and store the incubators away until next year. Clean out all the coops, use formaldehyde and disinfect as after the smallpox, haul away all the rubbish and plow up the ground." She hatched 640 and raised 550 of them.

Individual Manufacturers vs. Corporations.

An argument to be an argument must be fair, else it would be a tirade. I am an individual manufacturer. Those that would like me to incorporate and sell them some stock argue that liabilities of stockholders are limited, hence debts annulled beyond a limit if they so choose. As matters now stand with me, every dollar I have and every cent's worth of property I own is subject to my debts, whether contracted in the incubator business or otherwise.

With an individual, his actual worth is his actual capital, while with corporations they sometimes call unsold capital stock capital and advertise it as capital, whether it is worth 100 cents on the dollar or one cent on the dollar.

Mrs. H. H. Harvey and family, Clay Center, Nebr. Mrs. Harvey runs the chicken business while her husband runs the Scotch Collie business.

I have had considerable experience with corporations among the mines of Colorado. Invariably, the theoretical gift-of-the-gab chap carries the point over the quiet thinker in a stock company meeting. I have seen really good mining property lose out through inexperienced chaps making plausible talks to the board of managers. I have seen dozens of mining failures taken up by know-how individuals and made to pay good dividends, but I have never seen corporate mining companies win out where the individual management had failed.

In this incubator business, when I let a lot of inexperienced men dictate any part of the management it will be after I have entirely forgotten my mining experience. Hardly a week passes that I do not get propositions to locate at some larger town or city. My reasons for staying at Clay Center are the kind that appeal to any thinking person. First, I have built up a big business at Clay Center, not only in a local way, but in shipping.

Second, I have in my long experience here at Clay Center, secured a crew of mechanics that are now trained in their work and they stay with me.

Neither I nor the boys in the factory feel that we are to blame about it. They decided they wanted to work for Johnson, and it suited Johnson all right.

Instructions for Operating the OLD TRUSTY Incubator.

Complete instructions in English accompanies each incubator and brooder. For the reason that the regulator is attached and connected here at the factory and reaches the customer that way, he is not bothered to know how to attach or connect the regulator.

All there is to do to set the incubator up and start it is to remove the crating, open the door and get the legs, fasten the legs to each corner, screw the lamp shelf shank up into the socket, fill the tank with water, fill the lamp with kerosene, light it and put it on the shelf with the metal chimney about one-half inch up into the boiler.

Unscrew the adjusting nut of regulator and let damper stay down until the temperature gets up to 103, then screw up on the adjusting nut until the damper starts to raise, and the regulator will then automatically govern the temperature on its own account.

Mrs. G. A. Lanhan, Cooley, Okla. The OLD TRUSTY Incubator and the Trusty pup on top of the machine.

You can operate the machine over night empty and fill the tray with eggs in the morning. The cold eggs will run the temperature down, but don't be uneasy, they will gradually get warm and the temperature will come right again of its own accord.

It may be necessary to adjust the regulator again after the eggs are warmed up in order for it to hold the heat just right during the incubation, but this you can easily do by turning the adjusting nut either up or down, as is required.

I realize that to read the instructions in advance of seeing the incubator, does not instruct a great deal, but as soon as you see the machine it becomes easy to you.

The correct temperature is 103 with the thermometer lying on the eggs with the figure side up. If the regulator is set at between 103 and 104, you need not worry about the hatch.

Turn the eggs half over once every day, and every other day turn them twice. The reason for this is to prevent certain sides of the eggs being up every day or every night. It is also a good plan to stir the eggs with the palm of your hand once or twice each day.

The Little Book.

Until this year I published a little booklet called "The Ups and Downs of an Inventor." It was a little biography of my incubator experiences. A truthful little story that was not aimed to injure anyone, but a number of jealous ones cast reflections at it.

I have changed the name of the little book. I now call it "The Trials and Tribulations of an Incubator Man." If you have never read it, I would like to send it to you. It is a truthful little story of how I landed in Clay Center, Nebraska, with 65 cents, and in thirteen years made $100,000 in the incubator business at an average profit of less than $1 on each incubator and brooder.

Mrs. W. A. Hall, Audubon, Ia. A hatch of Barred Plymouth Rock eggs. Everything in the picture is OLD TRUSTY. The machine full of little chicks and running over. This was the fourth season for the OLD TRUSTY in the hands of Mrs. Hall. I then called it Johnson's Best.

Everybody, except the other fellow, likes the little book. It does not tell how I organized a company with a million to back the incubator business, but tells how I organized myself with 65 cents as a working capital. It tells how my partner (my wife) raised chickens to keep up our working capital. Although I wrote the book myself, I read it often. It goes back over my years of incubator experience quicker than I could think it out.

I attribute a lot of my success in the business to stick-to-it-ive-ness and the help of my partner. Other factors were living within our means and making our credit good, making our word our bond and being punctual on every promise, whether great or small.

But the greatest factor of all was my particular kind of incubators and brooders. They had to succeed before I could succeed.

They did succeed and I have prospered. They made friends wherever they went. People bought them because their neighbors used and liked them. My customers have been enthusiastic. They tell the neighbors over the phone. They write their friends.

My Newspaper Advertising.

The Long-Critchfield Corporation, 156 Wabash ave., Chicago, do my newspaper advertising. I tell them how much I want to spend in newspaper advertising. They write the advertisements, select my list of papers, and entirely manage that part of my incubator business. They do the advertising for a lot of incubator concerns, and have been doing it for years. My competitors' affairs are not mentioned to me, and my affairs are unknown to my competitors.

They are the largest advertising company in this country. They handle the advertising of the Studebaker Wagon Company, Cream of Wheat, and dozens of other large concerns. You can hardly pick up a paper or magazine that does not contain their handiwork in handsome advertisements.

Emil T. Hansen, R. 1, Ord, Nebr. Hatched 694 chicks for the season. Those in the picture are only a few of the output.

This company has handled my advertising continuously for eight years. They have the know-how to take up a meritorious mail order proposition and make it grow. Their long experience enables them to select a list of papers that pays to advertise in. Hundreds of publishers ask me to add their paper to my list, but I cannot do it. I must have a starting and stopping place, besides I cannot afford to experiment with papers of unknown value to me.

Lots of publishers of local papers ask me to advertise with them. Most of them would take an incubator for pay. All these propositions are fair, but imagine how it would use up my time. Let me say to these publishers, if they were in my place they would do just as I do. They would turn the entire advertising over to a concern that would relieve them of all work and worry. I or you can turn over $5,000 worth of advertising to an agency quicker than we could write up a 50 cent ad. for a local paper, besides only a few people in this country are gifted in ad. writing. Think it over, Mr. Publisher, and feel better towards the Incubator Man.

My agency is responsible to me that my appropriation pays, hence, it is only right that they select the mediums.

The Graft.

The inventive genius who invented the term or name "graft" is a genuine benefactor of mankind. Like many other slang expressions, it fits and finally becomes a part of unabridged dictionaries.

Ever since I can remember, we have had the human leech, a class of humanity that lived on other people's efforts, but we were short on applicable names. The new invention, the term "graft," makes it easy. By thinking backwards to our first impressions on grafting fruit trees, we easily comprehend the thousands of applicable applications of the simple word.

Mrs. R. Stephens, box 51, Sturgis, S. D. 84% hatch. This is a handsome photo and especially the little girl in the picture. Some day she will write Johnson a letter.

Only a few years ago a good business friend who had made a success on his own account in business matters, says to me, "Johnson, keep out of entangling business alliances, and prevent grafts on your business. If your business grows, as I think it will," says he, "there will be plenty of grafts without inviting them."

Says he, "You will find plenty of people who would go partners with you and thrive on your efforts, and plenty more who would buy stock with you and proceed to squeeze you out." I did not appreciate his lecture then as I do now. I am getting on to the graft. I am getting on to him, but cannot get entirely rid of him. Graft, reader, is everywhere. They are thriving on your efforts; they want admittance to everything. To some extent, they would enter our schools and churches, and even our private families. To get along easy in this world, to avoid efforts on their own account, to live on other people's earnings, to anything except getting right down to the sweat of their brow as our Maker intended for all of us. The graft's influence is great. If we are not careful they make us lose confidence in good people. Let us get together on the graft. If the inventor of the name is dead, let us erect a monument. If he still lives, let us make his stay among us pleasant. The inventive genius is a benefactor; let us acknowledge it.

The C., B. & Q. Railroad.

In shipping or distributing from St. Joseph, Mo., we most always use local cars of mixed merchandise, some of it termed perishable, and is fast freight. They go through to distant terminals quicker than through cars of straight incubators. We ship over the one road to St. Joseph. Our factory is on their line, and it goes that our home shipping point and St. Joseph are always stocked, working hand in hand with each other, and both under my own personal supervision. Clay Center is on the C., B. & Q. railroad. Their lines and connecting system of lines cannot be surpassed in this country. The following from the freight department explains itself:

O. J. Hall, manager Muskingum Co. Poultry Farm, Zanesville, O. R., 8. Mr. Hall raises a number of the leading and useful varieties of poultry on an extensive scale All have farm range. Mr. Hall sent us a large photo of 8x10 inches, and I am very sorry to cut it down to such a small cut, but I have so many photographs that I must cut the size down in order to get them all in this catalogue. Mr. Hall is a wide awake poultryman and goes after the practical side of the poultry business.

"We desire to compliment you on the success you have attained in the manufacture of incubators at Clay Center. Your success very clearly demonstrates that manufacturing can be satisfactorily conducted in Nebraska. It gives us pleasure to note that your business is constantly increasing. It is the desire of the railroad company to help you in your enterprise and everything possible will be done to expedite your shipments over our lines."

There is a system of fast freight lines covering the trunk lines that is nearly as fast as express. We consign shipments to fast freight wherever it is possible to do so. Our routing clerk is a trained railroad man, has been working in that capacity for years. He is working for me now and he does the job to the very best interests of our customers. I give considerable space to the shipping question because I absolutely know that in nine times out of ten we can reach distant customers quicker by our present method than through the red tape branch house, or branch office method. I have tried both ways. Except in the immediate vicinity of St. Joseph, all correspondence should be addressed to Clay Center, Nebr. Our address at St. Joseph is the M. M. Johnson Co., 313 Edmond St. When in St. Joseph drop in and see our Mr. Brychta.

How to Manage it.

Where there is plenty of room the poultry business should be run as an egg farm. To conduct an egg farm for the greatest possible profits, the old hens must be replaced with pullets each fall. By this plan we have the cockerels to sell as broilers and the sale of the old stock. The plan makes an income the year around.

To succeed to the highest point, we need to get acquainted with the traits of every fowl. Some of them may be drones while others will make a great record at laying. In the latter instance, such hens can be held over and it pays to set her kind of eggs.

No name was written on the back of this photo, hence we are not able to say who it came from. The party no doubt wrote us a letter at the time of sending the photo, but they have got separated. A splendid photograph, too. The wire yard on top of the machine is chuck full of little chicks.

Nowadays, eggs are a good price the year around, and it usually pays best to sell them while they are new, although some claim that they have methods of holding them fresh for months. In any event it pays to look up a special market where the very top price can be had.

The average groceryman takes your eggs to accommodate you. He passes them along in dirty old cases to any market. He don't get the prices; neither do you, but if you look up your own market and ship in decent cases and cartoons you can get from three to ten cents advance.

So many write me and ask where can they get the cartoons that I will answer right here. The Beatrice Creamery Co., Kansas City, Mo., and there are a number of other places that I cannot call to mind.

After you get the cartoons, it pays to put fancy wrappers over them with your name and address, and you can toot the sanitary way of raising poultry. You can add still more value by lining the cartoons with delicate tissue paper, but for goodness sake, don't put dirty shells into nice egg cartoons. It spoils the appetizing looks of the package.

The Average.

As a general average among my patrons, they set the incubator from four to six times during the season. When reporting at the end of the season, those that have the 100 egg size report from four to five hundred chicks, those with the 150 egg size speak of from five to seven hundred chicks, and those who have the 200 egg size speak of seven hundred to one thousand chicks.

The above is about the general average. A great many do better and some not so well. I collect this information each season by sending out a blank form to our customers. We accompany the blank form with a self addressed stamped envelope. Very few fail to report results, and through this plan I get a store of information that is worth several times what it cost me.

J. H. Rogers, Jr., Victory, Wis. The above picture shows a hatch of 65 ducks from 72 eggs, also 21 little chicks from 27 hen eggs. Has used the OLD TRUSTY two seasons with excellent results.

Among the farmers, a great many also set some hens, especially the first season they try the incubator, but after the first season, most of them depend entirely on the incubator. The women folks find it so much easier to look after the incubator, besides getting rid of the lice and mite question is an object. About three out of every four who buy incubators also buy brooders. We also have a number of customers who hatched with hens and give the chicks to brooders, but these are only a small per cent.

Some buy the 100 egg size and another one the next season, while many buy the 200 size the first season. After checking up for the season, we find that 32% order the 100 size, 33 2-3% the 200 size, and 34 1-3% the 150 size. Last year it was very close to the same ratio.

No particular class of poultry raisers seem to favor a particular size of incubator, except it might be that business men with only a town lot, favor the 100 size. Even in these instances, lots of them prefer the 200 size and not setting it so often.

About Our Prices.

I buy sheet copper in the summer time, as the price is lower then. I also buy California redwood lumber in the summer time. The same with lamp burners and regulator parts. I saved $2,800 on copper prices last year and $3,400 on lumber prices, the advance later and up to February 1 amounting to that much. I have stocked up heavier for this season and expect to save more than last year. This year our advance orders for redwood lumber amounted to one million feet, our advance order for sheet copper is 36,000 pounds.

Although redwood and incubator fixtures have advanced over last year, sheet copper declined. All told, there is not much difference in the cost of material and we are able to make the same prices as last year. Others, though, who buy material as they use it, and in small lots, will, as they always have, tell us that owing to the great advance in cost of good material, we are fortunate in getting such low prices for incubators and brooders as they offer.

W. A. Cloud, New Windsor, Colo. The Old Trusty dog seems puzzled over the basket full of chicks.

I make a comparative price on incubators according to the cost of the different sizes. Each size incubator has a heating system that fills that size. I cannot make a tank out of a 75 egg size work satisfactorily in a 100 egg size, neither can I make the pipe system in a 150 egg size work satisfactorily in a 200 egg size. As stated, each size OLD TRUSTY Incubator has its own individual fittings, and the difference in cost of the different sizes corresponds with the difference in prices. Our 200 egg OLD TRUSTY Incubator is fully twice as large as the 100 egg size. In rating capacity, we take Brahma eggs instead of Leghorn eggs. The 100 egg size will hold 100 Brahma eggs, 120 to 130 Leghorn eggs or about 90 to 100 duck eggs, or will hold 108 to 115 Plymouth Rock eggs.

Paint and Varnish.

The OLD TRUSTY Brooders are made of clear California redwood. We use the straight grained boards for brooders and the more handsome boards for incubators. The brooders are made good and strong and painted with two coats of oil paint. They are painted for hard usage and to withstand the weather elements.

But we have a different proposition in the OLD TRUSTY Incubator. No one would think of setting an incubator out of doors, and even if they did do such a foolish thing, hard finished varnish would stand the elements fully as good as the water mixed barn paints that are used to reduce expenses.

Mrs. H. M. Phillips, What Cheer, Iowa. The OLD TRUSTY Brooder is taking care of lots of chicks in this picture but the lower part of picture is a little dim. It requires some imagination to see the chicks. However, we appreciate it as evidence of good will on the part of Mrs. Phillips in sending the photo.

We finish the OLD TRUSTY Incubators with one coat of shellac filler and two coats of hard transparent, coach varnish. It is not only a durable finish, but it is a handsome one. It brings out the handsome grain of redwood and is so hard surfaced that it stands mars better than any kind of paint. We can get varnish as low down as 60 cents per gallon or as high up as $1.60 per gallon. We use the better stuff for two reasons. It looks better, and two coats of it does a better job than four coats of the cheapest. We use the same grade as is used on the best furniture and the OLD TRUSTY does not spoil the looks of any room

Transparent varnish does not cover up or hide poor lumber, but if we were using poor lumber, then putty and cheap paint would answer the purpose. While we make no absurd claim of rub finish, you will find the OLD TRUSTY Incubator a beauty; not only a beauty, but a hatcher that leads them all. The old saying has it that beauty is only skin deep, but the OLD TRUSTY disputes it. Beauty in design to every corner of the interior, beauty in this instance being the useful, practical features within the machine as well as the outside symmetry.

No Matter the Name.

Mrs. E. E. Budd and family, 146 Mosser St., Kadillac, Mich. The proof of an incubator is the live chicks.

If some manufacturer would call his incubator the Infallible-certain-to-hatch-a-hatchet Incubator, and it made good on its promise, it is entitled to full credit. It is not and would not be my desire to discredit it. The most that I would wish would be not to have the name OLD TRUSTY discredited for the reason of the name having no intimations of hatching. The things I wish to impress on the reader is the hatching and not the name. Let me say right here that a good name for an incubator is no credit or discredit; it's merely a name any way you take it. Its record, though, might be a different thing. The record is the thing for us to consider. A good record makes the name famous. While a nice sounding name might make the machine famous temporarily, it is not the kind of fame that wears well. The record wears, though, and that is what I have built my business on. When an OLD TRUSTY Incubator reaches a locality, it means more orders for me. My customers spread the news over the phone, write their friends and tell people of their good results.

Home of F. H Chase, Cardington, Ohio, the Rose Comb Rhode Island Red man. His wife and daughter in the foreground. This was a handsome photo 8x10 inches, and I regret the necessity of cutting it down to such a small size. Mr. Chase averaged from 96 to 98% throughout the season. This speaks well for the eggs also for the operator of the incubator. He has run the OLD TRUSTY with oil and with natural gas with the same results.

What is a Good Hatch?

Chas. Labrot, Grand Rapids, Wis. Brooder yard ull of chicks.

Under some circumstances a 10% hatch would be a good one. Where the eggs are from invalid, roupy fowls, chilled in the nest or subjected several hours or days to a temperature above 90, and not even turned at that, we should be glad to hatch even one little rooster to crow for us next year. Reader, it is impossible to squeeze blood out of a turnip; it is also impossible to hatch eggs that are already dead. On the other hand, if the eggs are from healthy, active fowls, gathered often and kept at a temperature of between 50 and 70 for not longer than three weeks and turned half over every three days, I guarantee a hatch of 75% or better. By following my simple instruction book and suggestions, my customers average over 80% of the fertile eggs; more hatches above 80 than below it. I guarantee better results than you can get with hens on an equal number of the same kind of eggs. I am not promising impossibilities, but do make good on what I do promise. I guarantee 75% and better average hatches for the season through. I do not believe any one could do better.

Joseph Znamenkoek, Crete, Nebr. 90 chicks from the 100 egg incubator.

The Other Fellows.

There are some fifty incubator concerns in this country. Except in two instances they are friends of mine. Although our interests are different and all hands doing their best for ourselves, there is a neighborly under current. There have been times when factories of lamp burners and fixtures were not equal to a rush. I remember of telegraphing a competitor that I was out of No. 2 burners. The answer came, "We are dividing with you; three thousand goes forward by express." At another time one of these two concerns that intimate things at me ran short of sheet copper. Says I, "We both have sheet copper as long as my supply lasts." We both came out whole, although the copper was not returned for some months. This particular concern, or rather, I might say, this man waits for weeks to see my catalogue before his goes to press. He wants to belittle, through intimations, both myself and my friends. He sneeringly intimates at most everything I have said therein; most of his efforts are to discredit. Reader, a manufacturer that is abusive to other manufacturers also abuse their customers.

Wm. Eash, R. 1, Hollsopple, Pa. Well pleased with the OLD TRUSTY Incubator and Brooder. 85 chicks in the brooder yard.

Chris Bergthold, Donnellson, Iowa.

Geo. Hewes, R. 2, New Berlin, N. Y. Standard bred Buff Leghorns. Likes the OLD TRUSTY Brooder. Has a successful way of building brooder houses wherein the brooder can be removed later on, leaving the chicks to occupy the little house. There is no better plan than this. By putting the brooder to end of the little building the lamp can be looked after from the outside. About half of the little building is occupied with the brooder, the other half for exercise for the little chicks or on warmer days the door window can be opened and the chicks let in and out at will.

way of doing business and I believe you have the same opinion. Neither of us would care to tie up with propositions that were unreasonably liberal. Lots of solicitors call on me. I drop them the instant I see their plan is inconsistent with their own best interest. As a good, durable, holdfast rule we should avoid complications and putting our signatures to other people's propositions. Our own plain way may be too simple, but it is the safe way.

Property Statement.

No, I can't sell on time or on the installment plan, but if I was getting two prices and a property statement that was better than a cut-throat chattel mortgage, I might retain one price and give lawyers the other price for making collections. As I understand a property statement, to secure credit it eventually turns out that if the party refuses to pay he can be made to pay or can be prosecuted for obtaining goods under false pretenses, or the same if he disposes of any of the goods mentioned or trades them for other property. I do not understand the law, but I am confident your lawyer would say I am correct. Try it and see. I like the simple

Mrs. Geo. B. Temple, Stanberry, Mo. Breeder and shipper of Barred Rocks, White Wyandottes, Mammoth Bronze turkeys and Imperial Pekin ducks. Mrs. Temple has been using my made of incubators for a great many years. She is one of the most successful poultry raisers in the West; also agent for the OLD TRUSTY Incubator in her neighborhood.

Below Cost.

Mrs. Wm. Scott, Union Star, Mo. Wherever you find an OLD TRUSTY Incubator, right there you find a friend of Johnson's. It will be noticed throughout this catalogue that the pictures are of the little chaps, the grand children, the incubator, and the family pets. There was nothing on the back of photo to say who the little chap is, but I venture to say it is a grandchild.

It is always a pretty safe proposition to do considerable thinking in advance of hooking up to every promise-all thing that comes along. To glance at an advertising page in some papers it appears that everybody wants to do us some great favor, and regardless of the common sense conclusion that no concern can give away things, sell below cost, or even at cost and continue in business. The gold brick swindler is getting his work in somewhere, and the charitable advertiser who pays big money for space to give notice of his great love for mankind and non-interest in wicked money, continues to live and thrive. After a good many years' experience at a considerable cost, I have finally concluded that the safest man to do business with is the man who makes no attempt to convey the idea that he wants to give away things. The very nearest I come to giving away things is my profits. I do not ask for but a small margin. I must have it to do business on and it comes from all alike. I am a firm believer in a square deal policy. To my trade at the factory door I take off the cost of crating.

E. J McClanahan Eugene, Ore. Mr. McClanahan and his son, E. E. McClanahan, have the Pacific coast agency of the OLD TRUSTY Incubator and Brooder, the son. E. E McClanahan, doing business at Los Angeles, Cal.; E J. McClanahan doing business from Eugene and Portland, Ore The above picture was taken on Mr. McClanahan's premises, a nice mountain stream running through his property. He sent it to me in a personal letter, no doubt not dreaming that we would put it in this, an incubator catalogue. but it is here just the same and a nice picture. too, at that.

Poultry and Chick Food.

We have used this mixture in our own poultry raising for years, and in two instances I let others have the formula to advertise as their own invention. Like many other things, the feed has improved backwards to make more profits, until in self-defense, and to protect my own customers, I decided to put it out under my own brand. It is the only chick feed on the market containing a portion of ground, parched grain, which prevents and cures bowel trouble.

As a general proposition, the feed raised on the farm is all right. If the city poultry raiser had the great variety they would say, to the dogs with prepared feeds. With little chicks, though, it pays to buy or use the best. My mixture is just right for them and they will lack for nothing.

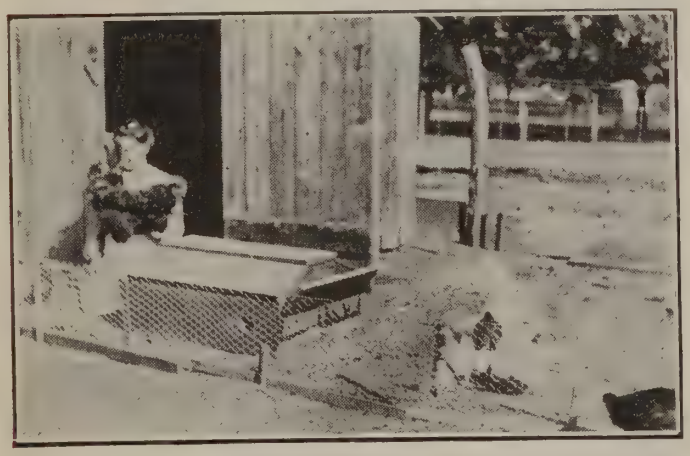
Prices, 25 lb sack, $1.00; 100 lb. sack, $3.00, F. O. B. Clay Center, Nebr.

We put up a superior food for older fowls at same prices. We use the chick food lable on either kind of food.

Red Cloud, Nebr.

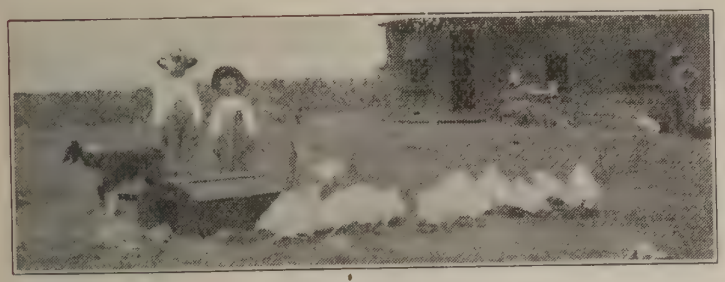
We have been using the OLD TRUSTY Incubator and Brooder two seasons. We like them fine.

Yours very truly,
Chas. Morris.



Mrs. L. M. Darrow, Milan, Ohio. Single Comb Black Orpingtons.

The Editor of This Catalogue.



Mrs. H. S. Shaw, Lebanon, Nebr. White Plymouth Rocks. The OLD TRUSTY Brooder and her other helpers in the poultry business.

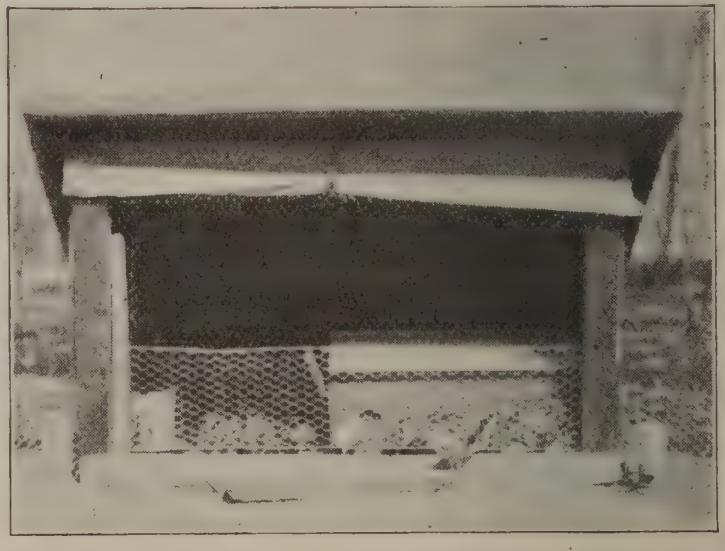
I am the editor of this catalogue, Mr. Editor, if you please. Well, sir, if there was a law compelling uniformity in catalogues, I would lose my job. I would be discharged for inability. I just couldn't do it, and that is the long and short of it. As stated on the start of this book, I am writing a big letter to the poultry raisers. I have no time, taste or inclination to look up what would be proper to say in this kind of a book. I much prefer this plan of visiting as we go along. As you will see by looking through this book, the OLD TRUSTY family is a big one and they hang together, good and loyal. Besides those in the pictures, there are a good many thousand other members. I hear from all of them. They write me in about the same way I am writing this catalogue. None of us wait for a proper introduction; we just write and visit as we like. When it comes to incubators, brooders and poultry, I have opinions that I am not afraid of. They go in this book as my opinions, at the same time conceding to other incubator manufacturers their right to their opinions.

This photograph did not have the name marked on the back, but everything in it goes to show that the OLD TRUSTY makes good.

Our Imagination.

J. A. Walker and family, R. 3, Salem, Ind. White Plymouth Rocks, Single Comb Rhode Island Reds, Embden geese and Bronze turkeys. Has two OLD TRUSTY Incubators and two OLD TRUSTY Brooders. Sold $81 worth of spring chickens before June 10. Poorest hatch for the season, 82%, best hatch for the season 91 1-3%.

Yes, we all have them. Years ago it looked nice to me to see incubator pictures wherein you could see the eggs and the thermometer without opening the door. I must confess that my imagination was so strong that nothing could budge it, but through years of experience, I discovered that glass doors were made on purpose to cater to our imagination. Yes, I make a glass door within the wood door, hence the eggs are incubated in the dark as nature intended. For years I imagined that a brooder must have a glass top. To save me I could not have explained why. So the sun will shine in, do you ask? I have come to tell you that the hottest place is under a glass. Hot in sunshine, and cold when cloudy. It's from one contrast to another as the clouds pass over. If you imagine, as I did, that you can raise chicks in a brooder, holding on to the idea of having it represent inside or outside, you will change your mind after some experience. The right idea for a brooder is to have it as a refuge, a place to run in and get warm.

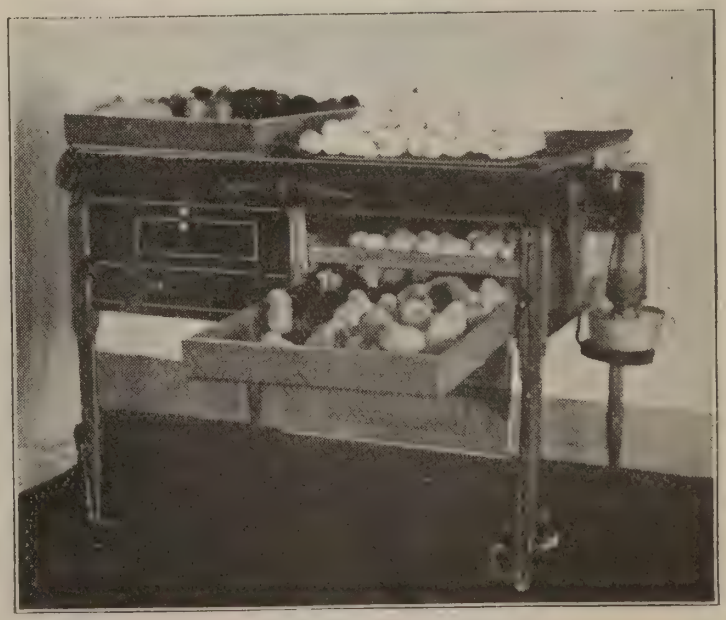


Edith Denton, Corydon, Ia., R. 3. When it comes to small brooder house construction she has the right plan. When the chicks are old enough the brooder can be removed, letting the chicks have the entire little house.

Carl and Bernice Diller, Winchester, Ill. The OLD TRUSTY Incubator did the hatching and the OLD TRUSTY Brooder is doing the brooding

Talking Points.

I never saw an incubator so entirely absurd that there was not, at least, one talking point in it. Neither did I ever see one so absurd that no one would try it. Talking points are all right if the points benefited us in any way. Such points as our great incubator has a nursery six inches deep really adds no value. I never saw a chick even three inches high. The wholesome truth about it is the extra depth is a positive detriment. It takes oil to keep the surplus space warm for three long weeks, and, after all, it cannot be utilized. I once noticed a talking point wherein there was a cushion for the chicks to fall on. The fall in this instance was three inches. The party that invented this particular talking point lacked knowledge of chicks. He did not know that a whole foot of tumble would do them good instead of harm. Talking points should have something in them besides talk. As the preacher said when looking down at the bear, "Let us reason this out together." Isn't it a fact that lots of arguments and talking points are about other things than actually hatching the eggs?



Chris Bergthold, Donnellson, Ia. Egg shells turned to chicks

D. S. Browning, Verona, Mo. Single Comb Buff Orpingtons. Average 91% on four hatches. If I get to sell all these little chaps OLD TRUSTY Incubators when they get to be big people I will be fortunate. This is the exact theory I am working on. I want the children to use the OLD TRUSTY Incubators, and all the neighbors' children.

We Pay the Freight.

Having the freight charges intimated, and the weight approximated for others to pay, is a very different proposition from actually paying it. The transportation companies make their own charges and are not in the least interested in other people's figures. As a means for the customer to get money tied up in freight charges to stimulate forcing him to keep the machine, it would be well enough to make him pay the freight, and the higher the charges the better, but as a fair and square proposition, the seller should pay the freight. We prepay the freight charges unless otherwise stipulated; hence, we do not run the charges up with river soaked crating.

We crate light and strong; all corners metal bound, and we know an overcharge on freight on sight. We do not prepay boat or stage charges, but it does not mean there would be a delay in transit. Our obligations end at the last railroad station and the customer pays the boat or stage charges on receipt of the goods. We have no means of knowing the cost of boat or stage charges, hence, we leave them out or to the customer.

Mrs. W. H. Whiting, Sumner, Ia.

If Hens Could Talk.

Incubators, brooders and poultry houses are a target for novices in ventilation. If the hens could talk or incubators could holler ouch! we would, at least, get part of the other side of it, but so long as the question is so bendable to most any theory, then it will answer the purpose for them to impress us with their science or to harp on, to call attention away from other things. The question is settled when we draw a line between draughts of air and plenty of air. I never saw a live thing get too much air, did you? It's not the amount of air, but the movement that we need to figure. We see lots of purely theoretical science on poultry house ventilation, but you and I, reader, know on our own account that a big, deep, open shed is the best ventilated poultry house ever invented. I predict the time will come when the shed house with a sheet duck front will be the only kind with sensible poultry raisers. As I view it, the craze for winter eggs is responsible for lots of nonsense. In a practical way, the old simple shed with good walls and roof excels any or all plans. Such sheds are not disease germinators.

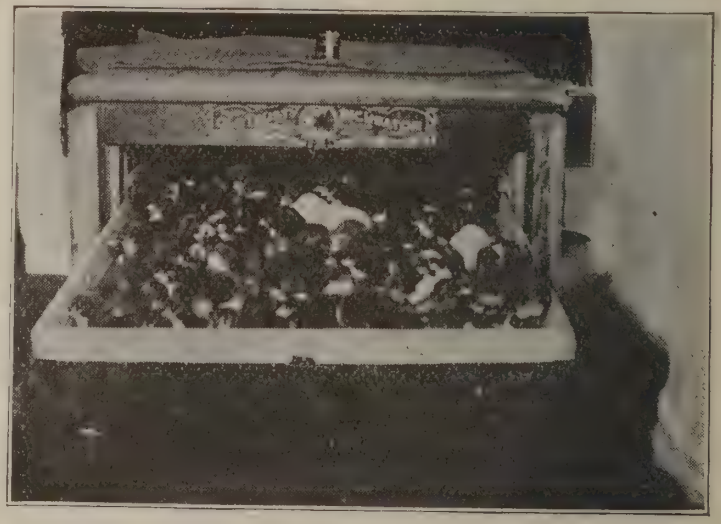
Mrs. W. M. Prusman and children, Forest City Mo., R. 3, Box 18. This is a winter time picture before starting into hatching eggs. Some of the little chaps have climbed the tree. At the upper right hand corner the picture shows the feet of the little boy, also lower down in the crotch of the tree is a little girl. In the back ground is a log cabin, and is a keepsake, which now answers the purpose of a poultry house.

W A. Cloud, New Windsor Colo.

Mrs. D. C. Gage, St. Marys, W. Va. Mrs. Gage neglected to mention the kind of poultry she raises. Years hence I trust the little chaps will use an OLD TRUSTY Incubator.

Among My Customers.

It is my policy to help every customer. The sale of an incubator takes with it my promise to help. Notwithstanding my regards for my old friend Bill, and that he is now a relative and owner of the Nebraska Poultry Company, I owe it to my customers to mention their full blood poultry in connection with any photographs they may send me. If I were the kind of person that some of my would-be competitors would like you to think, I would forget a customer as they do themselves, as soon as I sold the incubator. To those who send me photographs, let me say, send them by September 1st, if possible. If you raise full blooded poultry, mention the kind on back of photo, also give your name and address. I like to get pictures. In all instances, the party who sends the picture must be a customer. No matter to me whether you raise full bloods or not, most any novel view will do, or if it is not convenient to get a photo taken, it will be all right with me. It is convenient for only a small per cent of my customers. I cannot use single portraits of people or of single birds.



Edith Denton, Corydon, Iowa. R. 3. A tray full of eggs made more than a tray full of chicks.

Mrs. J. T. Thompson, Pleasanton, Nebr. Barred Plymouth Rocks. Mr. Thompson writes that the picture is of his wife and her Old Trusty dog and a batch of Old Trusty chicks

Oil Saving Pictures.

Last season an incubator concern got an artist to make a cut of two lamps. The blaze was turned high on one and low on the other to show how much less oil the machine used. No doubt a great many were impressed, but I doubt if many were impressed hard enough. Wonder if the blazes have evened up any this year. Your Uncle Jack and Jake are both here this time to tell you that pictures and kerosene oil are different. I have a letter on file from a party who bought an incubator because the adverment said, "Made a hatch on twenty-five cents worth of oil." He used three and one-fourth gallons at twenty cents and complained to the incubator company. The company wrote him that he paid too much per gallon. While I am confident that no incubator equals or excels the OLD TRUSTY on economy, I am here to tell you, besides you believe, that it would be poor policy to lose a dollar's worth of eggs to save a nickle's worth of oil. In most everything we have to deal with, there is a point in economy that is not economy if we go too far with it. Consistency is a good thing.

O. D. McDaniel, Faucett, Mo. Barred Plymouth Rocks. Mr. McDaniel runs a 100 and a 200 egg OLD TRUSTY has a beautiful home as we can understand from the photograph.

Life Insurance.

About the best kind of life insurance for a poor man is the kind that he don't have to die to get. The best insurance against hard times is a poultry-raising wife. An ideal lay out for a poor man is a horse and wagon, a few cows, and a good many hens. If the man's heart is in the work, the wife and him should go partners, and take my word for it, you can make a few dollars count for more in the hen business than any other business on earth. The reason I say one horse and wagon is that in having two horses you have just about got $150 tied up in something you don't really need, and the chances are he is getting less valuable every day. I am assuming in this talk that you and your wife are going partners in the poultry business and going to give it your whole effort. Deadhead investments in surplus horses, implements, and a dozen other things are a drain instead of a help. A useless horse or implement brings no return. The price of a horse invested in hens will keep a small family. A question again: Did you ever stop to think of what a small investment in poultry will accomplish?

E. E. Southwell, Ucolta, South Australia. Breeder of Indian Runner Ducks. Mr. Southwell has been using an OLD TRUSTY Incubator three seasons with excellent results.

Glenroy Poultry Farm, Jas. Hunt, proprietor, North Road, Marsfield, New South Wales, Australia. Mr. Hunt is highly pleased with the OLD TRUSTY Incubator. Says the regulator is perfectly perfect.

W. A. Cloud, New Windsor, Colo The small chick business in March. Mr. Cloud has a brooder house of his own construction that gives entire satisfaction.

All Hands Agents.

Recently a friend sent me a counterfeit personal letter he got from an incubator concern. That is, it was a ready made letter, printed with typewriter type and the name added with a typewriter. Says the letter, "Our biologists—". Then it went on to say that being as they had no agent in that locality, they would give him the agency. This agency business calls to mind an experience I had with a concern nearly fifteen years ago. They gave me the agency, and in mixing up with my near neighbors, I found that nearly all of them had the same agency. In this form letter my friend sent me, they said, if you are thinking about some other incubator, let us know which one it is so that we can tell you who is using it and the success they are having. I never run their scheme down; never had time to hunt up their cousin in Missouri, their nephew in Illinois, their uncle in Ohio, and their aunt in Maine. In winding up they would thank them in advance for a real letter or postal card in answer to their imitation personal letter. In the latter instance, they hardly give credit us with ordinary sense.

Mrs. Maggie Nelson and her daughter Hazel, Bushong, Kas. 104 chicks from the 120 egg incubator,

Collecting Eggs for Hatching.

E. E. Smith, the duck man, Lincoln Nebr. Everybody knows Mr. Smith, that is everybody in the West. He has been one of the main push of the Nebraska Poultry Association for years. He raises the Imperial Pekin ducks. The above picture is of one of his flocks. Mr. Smith writes me that he made a hatch of 60 odd ducks from 100 duck eggs after the eggs had been shipped 2,000 miles. This was an extraordinary good hatch considering the distance the duck eggs were shipped and the time of year.

The chances for good eggs to hatch are better with flocks running loose than penned up. The flock needs to be healthy and vigorous. A flock that has once passed through the roup will be debilitated for years and the influence is carried to the eggs. Roup is hereditary, not only to the next generation, but to the eggs. They will be weak or strong in proportion to the health of the flock. Under no conditions tolerate a roupy cockerel to head the flock. By keeping eggs in a temperature of 60 to 65 and turning them every other day, they can be kept for a considerable period, but the biggest hatches and most regular hatches are from fresh eggs. When eggs are badly chilled, the germ is killed, and such eggs will show as infertile in incubating. When eggs have been kept too warm, the germ partly germinates and dies and will show a dark spot in testing during incubation. I have never known of a round egg to hatch. The best eggs to hatch are normal size and shaped. Feeding the fowls too much meat leads to tough shells; too much soft feed leads to watery eggs.

Mrs. Mollie Mitchell, Clay Center, Nebr. The top tray full of shells, the lower tray full of chicks.

Mrs. Elison Young, R. 2, Summitville, Ind. Breeder of Barred Plymouth Rocks. The egg tray full of shells, the chick tray full of chicks.

A Simple Regulator.

The trouble with many inventors is that they cannot realize that fewness of parts and simplicity are all important. The United States patent office turns down complications and gives simplicity the preference. The same idea holds good over all the world. Nowhere is the principle more pronounced than in incubator regulators. Let me again call your attention to the simplicity of my direct-acting regulator. The regulator is strong, has but few parts, yet it is the most sensitive to temperature of any regulator in use anywhere. I have heated up the incubators, set the regulator, then shipped them hundreds of miles, and when they were heated up again the damper would raise at the right temperature of its own accord. It cannot help but work, cannot get out of order, and requires no skill or watch-making ideas to set it. Others admit its advantages and try to imitate it, but fall down on their complications. With my patented regulator it would be impossible for the temperature to get too high. It is just as sensitive as the thermometer, and is perfectly automatic within itself.

O. Z Copeland Potomac Ill. Poland China Swine, White Holland turkeys, White Muscova ducks, Golden Seabright Bantams, White Plymouth Rocks and White guineas Mr. Copeland says you can trust your eggs to the OLD TRUSTY Incubator and your chicks to the OLD TRUSTY Brooder. The handsome drivers are ready for a trip to town.

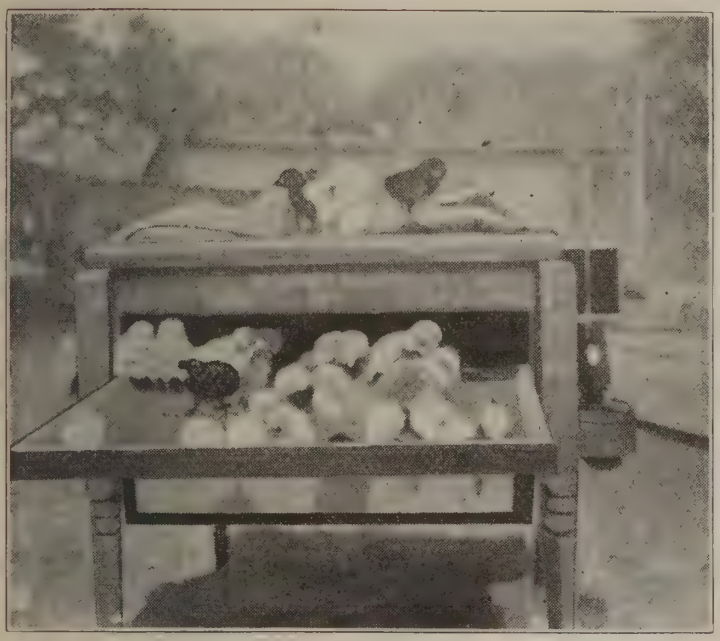
About Testimonials.

No one likes to get testimonials better than I. They tell me a whole chapter. They mean that the customer is satisfied. I have over 80,000 testimonials; 30,000 of them are 1907 indorsements, but I do not believe any great per cent. of the readers of this book would prefer that I fill it up with testimonials other than the evidence conveyed by the pictures herein. If any one should desire testimonials, just say testimonials, and I will send a sheet as big as a newspaper. I have them ready to mail to any one. In this book I just chuck them in to fill out. Note back of o der blank for instance. I put them on back of order blank because the blank will be used. If the back of order blank was pictures, the pictures would be removed. I am with these pictures a great deal like the big family poor man. I may have more than I need, but I have none to spare. These pictures are a part of our big OLD TRUSTY aggregation. We, I included, are the people who whoop it up for the OLD TRUSTY Incubator and Brooder. OLD TRUSTY is the password in our lodge.

Mrs. L. C. Knudson, LeGrand Ia. Breeder of pure bred White Wyandottes, the stay white kind. The yard full of chicks not only speaks well of the OLD TRUSTY Incubator, but speaks well of the fertility of the White Wyandotte eggs.

Miss Hattie Haight, Greenridge, Mo. Breeder of high class Single Comb Brown Leghorns. Hatches common kinds for early frys. The proof of a good incubator is the chicks. The chicks are always in evidence wherever you see an OLD TRUSTY Incubator.

The Right Time to Begin.



Jno V. Jones, 1131 E. Ave., Akron, O. White Plymouth Rocks.

The right time is right now. It is the early hatched pullet that makes the early fall and winter layers. It is the early hatched that brings the good prices as broilers. It is the early hatched that win at the poultry shows, and the early hatched are best for breeding purposes. Cold weather hatching is all right if you have a suitable building for the chicks. They soon adjust themselves to the weather if they have a warm refuge. There is not an unprofitable month in the year. Fall hatched chicks bring good prices as winter broilers, or the pullets begin laying with the first warm spring days. March, April, May and June are good months for hatching; the best four months of the year, I think, but many prefer from January to May. Unless you have plenty of shade and no mites or chiggers, the month of July is the poorest one. So much depends on other things that it would be a hard matter for me to be definite, but if you write me all the particulars, I will do my best to advise you in the right direction. Write me on any subject pertaining to incubators, brood ers and poultry raising.

C. C. Whitener, Gravellton, Mo. Barred Plymouth Rocks. A batch of mixed birds for early frys, broodered by a couple of Barred Rock hens.

Mrs. H H. Johnson, Clay Center, Nebr. The top tray full of shells, the bottom tray full of chicks, and the little chap full of mischief..

Honest Lumber.

There is nothing better than good honest lumber for making incubators. Any kind of material that holds itself together with glue or "stick 'em" would not be durable under heat in an incubator. Notice the substantial legs under the OLD TRUSTY. It never falls down on any hatching proposition. The lamp shelf is strong and convenient. It is not only a good machine to start with, but will be good twenty years hence. We guarantee it for five years, and will make it as much longer as you can ask for. The OLD TRUSTY Incubator is a good incubator, so say the people who use them. There will come a time, of course, when incubators must be made of other material than lumber, but the time is not at this time. California redwood is, in my estimation, the only lumber available that is suited to incubators. The old fashioned white pine was very good, but it has passed out of history. No one can find fault with redwood. I have been using it for years. Year by year others concede its adaptability to incubators. I go still further and use it for brooders; others will and must follow.

Mrs. Flora Burlingame, Baring Crossing, Ark. The evidence of a good incubator is a good hatch.

Rev. A. Kersten, Guide Rock, Nebr. Brother Kersten made a 100% hatch with the 150 egg incubator He also has an OLD TRUSTY Brooder and likes it much better than the old hen. Rev. Kersten is a German Evangelical minister, and was at one time located here at Clay Center Nebr.

Which Variety Best.

Well, sir, I can t tell you. I raise the White Wyandottes because my near neighbor has them; besides, I like them, but I do not believe they are a whiff better than a dozen or more other kinds. At the same time they are just as good. There is only one variety that I don t like. When it comes to practical worth, in my estimation, even the Bantams are all right under certain conditions. For the little chaps they are all right, also for the business man that has a town lot, a small barn and a few feet of ground. They stand confinement, they pay their way and are a comfort and pride to the owner, and, queer as it might seem, the big Brahmas are profitable under exactly the same conditions. The kind of fowl you like is the kind you should keep. I do not believe anybody can beat this kind of advice. As a rule I would suggest the medium size or the Leghorn class for the farmer and the large varieties for the back end of town lots, but the arrangement is so often profitably reversed that I don't feel entirely sure about it. There is hardly a variety that is not very profitable.

Mrs. Geo. Hehrboss, R. 2, Akron, N. Y. 82 chicks from 90 eggs. Her little helpers in the poultry businesss are very busy trying to get the chicks to keep still. They were Barred Rocks and White Leghorn eggs.

Poultry Raising in the Country.

The town people make money with their hens, the frys and roasts and the eggs lessen or obliterates their living expenses. Town people buy all the feed; they necessarily need to fence the fowls in and be at other expenses that would not be necessary in the country. Clen D. Ellis of Sheridan, Mo., writes me that during six months of the year he feeds his hens only enough to bring them home evenings. Says he, 'They roam the orchard, the fields and hedge fences and pick up enough seed and insects to keep them laying right along. During the winter," says he, 'they work among the hogs, cattle and horses and turn every sign of waste to money. They lay when it is possible without the pill and force dopes, and come out in the spring healthy and vigorous." Just think of the advantages in the country. Think of it twice. Hardly an atom of waste, everything turned to good dollars. Panics and hard times could not affect such a hook-up. No matter the financial conditions on Wall street; the money making hens do not read the papers. They are too busy.

Mrs. M. R. Table, Newton, Ia. Rose Comb Brown Leghorns. The chicks on the machine and in the tray and the egg shells on the floor speak for themselves.

O. H. Deaver, Orleans. Nebr. Single Comb Brown Leghorns. 93 chicks from 104 eggs.

About Experimental Stations.

It would seem that Uncle Sam is able to pay his way, and personally, I believe he does, but from the number of letters I get from state and government institutions requesting incubator donations, it would seem that Samuel has gone to begging. There is an occasional hitch-up that I cannot fathom. They are too deep, but I will never believe that the government itself is begging. Anyhow, I propose to confine my donations to the needy. Neither have I got incubators to trade for influence or advertising prestige. The largest number of incubators that I have with any customer is sixteen machines. He bought and paid for them as any honest man should do. For the reason that I do not give away incubators to the rich, I need not overcharge those that pay. A dollar profit is a small one, but I propose to have it every pop. It would, no doubt, add prestige to have it appear that all the big things on earth used my machines. It might also add prestige to put the dignitaries of this country on my pay roll, but these luxuries are expensive, besides I do not need them.

Mrs. O. Closson, Ft. Mills N. Y. Silver Laced Wyandottes 76 chicks from 100 eggs in March

Mrs. Willis Robinson and son Clyde, R. 1, ReLau, O Big hatch of Pekin ducks. Photograph was taken in the house, which is quite a difficult thing when taking pictures of little chicks or ducks for the reason that you must give the camera time.

Good Fixtures.

This picture is from Chas. H. Nelson. It shows his mother, Clara Nelson, and his sisters, Florence and Cora. He mentions that he got 160 chicks from 194 eggs. The OLD TRUSTY Brooder raised every chick. Mr. Nelson neglected to put his postoffice on the back of the picture.

Yes, make your own incubators. This kind of advice, though, comes from the man who makes the profits on fixtures. However, no responsibility goes with the fixtures. While you are at it, why not run chances in making a good one? I will sell you everything except the woodwork for 110 egg incubator for $6.00, or for a 200 egg incubator for $9.50. This would include copper heating system and all fixtures, lamp and everything that we put in the OLD TRUSTY; besides my heating system is covered with a patent and no chance that you will be held up. While you are at it, go at it right. Get a good set of fixtures to start with, but all the while you can safely conclude that you have not saved anything. No mechanic could, if allowed to exactly copy the OLD TRUSTY Incubator, save a cent. In fact, it would cost him more than to buy the machine to start with. We are able to make our price through using automatic machinery, making them in thousand lots and buying material in large quantities. If you do not care to pay for costly experiments, buy an OLD TRUSTY complete.

Mrs. Alice Lease, Redfield, Kas. The chicks on top of the incubator with the little chap speak for themselves.

J. H. Curry, 2832 Reynolds St., Bridesburg, Pa. Mr. Curry wrote us when sending the photo that the Plymouth Rock cockerel is crowing for OLD TRUSTY. The little chap in the picture is not quite sure whether that is a fact or not; possibly he surmises that Mr. Rooster is going to eat him up.

Cracker Boxes.

Now, since that old incubator manufacturer retired and his patent ran out, the seventeen years having expired, a good many cross roads sport an incubator manufacturer. It has not been related, though, why he retired, whether he made too much money and it got to worrying him, or whether he was retired without his permission. Anyhow the absurd old box is being revived and made by a good many, all claiming the invention themselves. Right now in these days a nice sounding name for an incubator is more in demand. Never mind its work, cracker boxes will do for the incubators. A name that will make poultry raisers' mouths water, they say, is the idea nowadays. I have stated it time and again that the mere name is neither a credit or discredit until its work is a credit or discredit. The most that I desire to accomplish is to base the entire worth on the results from the use of the incubator, and I want the OLD TRUSTY to get a fair consideration. If it does get a fair consideration, I will get my share of the orders. Fair and square is all I want or expect.

Mrs. N. E. Palmer and baby, Nellie, Okla. Rose Comb Brown Leghorns.

About Chick Food.

The manufacturers of poor brooders tell us after our chicks are dead that improper food caused the bad luck. Chick food manufacturers tell us the same thing unless we use their brand of feed; in the latter instance, they tell us that the brooder was no good. Spar and hedge between the two seems to be a game. Reader, your mother and my mother raised a higher per cent. without brooders and special food than is averaged with the average brooder and the fancy feed. Bowel trouble, my dear sir, comes from overheating, sweating and chilling a great deal more than it does from the food. Overheating or overchilling will bring it to animals, chicks or people. Ask your doctor if I am right. If you succeed with the chicks you will concede my point. I know what I am talking about. I have gone through the mill on this proposition and I am giving you the wholesome, plain truth about what causes bowel trouble with small chicks. It's no trouble to raise chicks with a good brooder and the plainest food—seeds, cracked grain and other stuff found on the farm.

K. Kleason, Webb Ia. Barred Plymouth Rocks.

Harvey C. Dutt, Bangor, Pa. Mrs. Dutt wrote us when sending the photo that the incubator regulates to a half degree, and that her OLD TRUSTY has shown better results than any other make in the neighborhood. This is a good picture except the negative was printed too deep.

Guessing at the Hen.

Personally, I do not take to every fad that comes along I want to weigh most of them up first. The Belgian hare craze did not catch me, neither did the calipers for measuring the air cells in eggs during incubation. It is claimed now that there is a certain method of determining the good layers by the size and shape of certain organs, but I am from Missouri, and need directing. Aside from joking about it, we can pick the layers out by sight. Let me give you the receipt. A small head and neck, a feminine, bright, dancing eye, a hen that picks her feet up and plumps them down without the dragging, lazy way. The hen with erect head and drooping tail; the elevated tail and drooping head are no good. Give me the hen that is off the roost and scratching the neighbors' garden before they are up. The neighbor may not appreciate it, but you will get the egg and should be satisfied. The very best sign of all is an egg every day for 200 days of the year. Invariably such hens fit my description. I never saw a masculine, club headed hen that was a persistent layer.

H. H Johnson, Clay Center, Nebr. Some of his Shetland ponies. He is building up a herd of Shetland ponies. By another year he will have ponies for sale. He is breeding the smallest and handsomest Shetland ponies in this country. The little boy in the picture is my grandson, the dog is my Old Trusty.

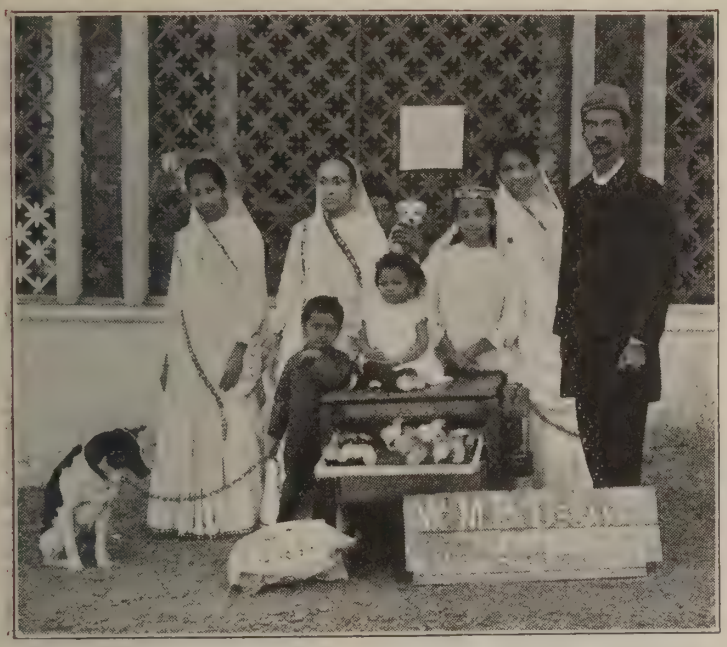
Another handsome photo we got without any name on the back. This lady, no doubt, wrote us a letter at the time of sending the photo, but to make sure that we get the names right, the names need to be written on the back of photo.

Running a Catalogue.

Mr. and Mrs. S. M. Shaw, Rockwall Texas. The OLD TRUSTY Incubator has done its duty. The chicks have been consigned to the OLD TRUSTY Brooder. The Old Trusty dog is dreaming of rats, no doubt. They forgot to mention who the little girls are.

It is lots more fun to run an incubator catalogue than it is to run a poultry paper. I have tried both of them. The poultry editor does not dare to be very pronounced about things. If he is onto his job he will take everything about poultry undes his wing; that is, he must practice riding several horses at once; while on the other hand, the catalogue man does not make his wages out of all kinds of advertising. If he has convictions, he does not have to keep quiet about them. This accepting of a soft-shelled poultry article to get a cash advertisement always did go against the grain with me. Everything considered, the poultry editors are a brave set of men, and I often wonder how they can put out such good papers. Here's to you, gentlemen. And let me say to the poultry fraternity generally that had it not been for the hard work on the part of poultry editors, the great American Hen and the great American Eagle would not be so closely related as they are. Some of these days, a thousand years from now, perhaps, the hen may put Mrs. Eagle out of business.

R. W Tinsman, Pittstown, N. J. Mr. Tinsman and his two boys. The OLD TRUSTY Incubator does the hatching, the OLD TRUSTY Brooder does the brooding.



K. M. Contractor, Ahmedabad, India. Even in India they have the Old Trusty dogs. This is an all-around handsome family group. From a beauty point of view it is seldom excelled in this country. In speaking this way, I take into account that different countries have their own ideals of beauty.

Be Conservative.

While turning in the copy of this book to the printers, I got a letter from a new friend near Kansas City. Says he, "Johnson, I was thinking of investing all I have in the poultry business; sold my mercantile business for $15,000, but you discourage me. Your catalogue says, "Be careful, etc., etc." I wrote my new friend that I thought more of my conscience than I would of the profits on fifty incubators and as many brooders. Says I, "Ten incubators would be a plenty the first year, and after that you will have your bearings on the business. "This letter calls to mind that many do misunderstand my conservative suggestions. The whole truth of the matter is that while I like to make money I would get but little comfort out of thinking that perhaps some of it might be at the expense of some honest, inexperienced poultry raiser. I would rather lessen the number of machines than always feel that I had been a thief of a friend's confidence. It would be better for my friend to buy a $10,000 farm and use $5,000 in the poultry business. The poultry business grows quickly.

Mrs. J. S. Gillespie, Holt, Calif. Black Minorcas and White Leghorns, Big hatches.

Old Red Neck.

History has a great deal to say about the speckled hen. The hen in my mind right now was a common black hen with a red shawl neck. My hen of history was a pullet. When the first warm spring days came she went to laying and kept it up until nearly June. She then got broody and we got that notion out of her by swinging her over night in a slat bottom box. In a week she was laying again, an egg every day for weeks, then the slat box again. That particular hen did, I am sure, lay over 225 eggs in twelve months. The following May she stole a nest and came home with twelve chicks. The chicks were about four weeks old when Red Neck started laying.

Mrs. E. Atwater, Beaver Crossing, Nebr. The Times, a local paper published at Beaver Crossing, got out a special issue in February, 1907. Among the other pictures they had one of Mrs. Atwater and her OLD TRUSTY Incubator. I asked him for the original photograph and he has sent it to me.

Mrs. Fred Baker, Liscomb, Ia. White Plymouth Rocks. White Holland turkeys and Pekin ducks. The cut shows only a part of her immense poultry house and only a part of her large flock of poultry

She laid, and mothered the chicks for another month before she weaned them. Her chicks inherited the hustle, and hustled the next year. We built up a nice flock from that foundation and they furnished my first incubator working capital. The plan will work for any one; it is an assured money maker. We can double and treble the profits by studying their individual peculiarities.

F. W. Davis and his sons, Keyser, W. Va. 83 chicks from 100 eggs. Light Brahmas, Orpingtons and Hamburgs. The Orpington and Hamburg eggs were hatched for other parties. Only the Light Brahma chicks show up. Mr. Davis breeds the Monarch strain of Light Brahmas. This means the extra large, active kind that breed remarkably true to color. Mr. Davis says it is the OLD TRUSTY'S hot water pipe system that does the work. I would say, true enough, Mr. Davis, the most of hatching eggs is having the right temperature, not only on a few eggs at one end of the tray, but all over the tray

When the Hen Shines.

When the hens shine to the best advantage or when we most appreciate them is about the time when we need their earnings. Most of western Kansas and Nebraska can remember the great drouth of 1894. The settlers that had a good flock of hens stayed and held down their homesteads that are now valuable farms, while those that did not have a good supply of the panic-proof hens hiked out to their wife's folks farther east. Give a widow and a family $100 worth of hens and she will not only get along, but will lay by some money. When $100 worth of poultry will do these things for a widow, it would seem that a little bigger investment would be justifiable on the part of any farmer or person who has room to raise poultry. I know it would pay them big. I have thousands and thousands of customers who are making it pay big. They use from one to sixteen incubators, and as many brooders. No matter the location or price of grain, poultry raising is profitable under most any conditions. It was profitable when eggs were five cents and hens at $2 per dozen.

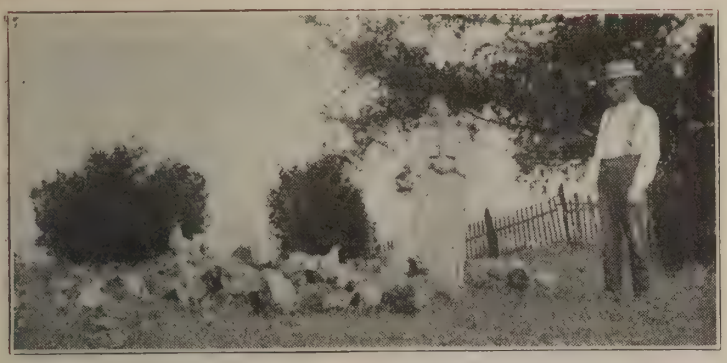
W. S. Smith Lawton Okla. Black Minorcas and Golden Wyandottes. Average hatch for the season, 75% Bought the eggs from the Nebraska Poultry Company.

The Merits of Redwood Lumber.

Mr. and Mrs. Alma Cole Pickering, Plainfield, Wis. In front of their residence. They use the OLD TRUSTY Incubator and Brooder and raise the finest White Leghorns. Mrs. Pickering has a world's reputation as a poultry writer, and a national reputation as a farmers' institute speaker. We have other pictures of her poultry yards, but the room is so limited in this catalogue that I really cannot see how I am to get all the pictures in.

Redwood lumber throws off no odors or smells of any kind under the heat and moisture of an incubator or brooder. I never tried any other kind of lumber that did not smell under heat and moisture, in some instances, the smell being injurious to the eggs or chicks. Redwood has many other advantages. It is the lightest weight lumber in the world. It is one of the very best non-conductors of heat or cold, its non-conducting qualities excel any non-conducting material I have ever tried. Although the egg chamber is a warm place, the outward walls remain cool, or no matter how cool the room, the double walls keep the cooler air from affecting the egg chamber. Aside from the practical money making features, it is the handsomest lumber in existence. It has a natural maroonish red color that is beautiful under hard finish varnish. I do not believe in adding beauty that would interfere with the worth or to make it cost you more, but it comes without cost in this instance. The redwood case makes a sensible looking machine.

Mrs Annie Pennington and family, Williamsfield, Ill. First hatch on the ground. Second hatch of 154 chicks in the box.



I. T. Neff and wife, Gilliam, Mo. Chickens by the hundred. A farm without poultry is like unto a home without little chaps.

The Motherly Bantam.

I could not recommend the Bantams as a variety for general purposes, but I like the little brats just the same. We had a pet hen one time that hatched out one Buff Cochin and four Leghorn chicks. The rats were numerous and she took her brood here and there nights to keep out of their reach. Finally she coaxed the four Leghorns into an apple tree, but the little Cochin could not fly up. She settled the matter by letting the Leghorns stay in the tree while she hovered the featherless Cochin. Since then you can't tell me a hen is a brainless fowl. I wouldn't believe it if you proved it.

I have seen a number of other peculiarities of fowls that absolutely prove their reasoning faculties, but this is a catalogue and I must write short stories. It pays any poultry man or woman to study each individual hen. They each have different traits. It is most interesting study, besides it is a profitable one. The popular term among poultry raisers, "to live with the hens," could be made still stronger by saying "to scratch with the hens."

F. F. DeVore, Valley, Nebr. The OLD TRUSTY occupies a central position in the group. The tray full of little Rocks that no doubt will be prize winning big Rocks. Mr DeVore must be an artist photographer. In all my experience with photographs, this is the most novel one I have seen yet.

The Panic-Proof Hen.

I was a boy at home when the noted Black Friday of Sept. 24, 1869, came. I can remember the hard times, also the hard times that followed the Black Friday, Sept. 18, 1873. Yes, and the panic of 1893 and 1894. There were a few years then that the hens laid golden eggs, so to speak. The owner of a good, big flock was panic proof. Let us refer to '93 and '94 particularly. As usual I want to tell a little story. We moved to Clay Center in 1894. Hard times were on tap, good and hard. The only man in this immediate locality that was making more than a living was a German farmer that had some 150 hens. He was not only making a mere living, but was adding to his bank account weekly. Feed was high, eggs were cheap as compared with now, and yet the 150 hens paid their own keep, their owner's keep and some besides. Counting hens at 40 cents each, an investment of $60 is not one-half the pirce of a horse, yet these very same hens had to their credit the furnishing of other feed besides their own. It is needless to say the hens were fully appreciated in this particular instance.

Residence of M. N. Hyde, Bristolville, O. The OLD TRUSTY Incubator in the foreground. Has had splendid success with the OLD TRUSTY Incubator.

C. W. Elliott, wife, daughter, and grandchildren Tebbets, Mo. The hatch was of Plymouth Rocks and Wyandotte eggs

The Diffusion Principle.

F. W. Kirkland, Mt. Calm, Tex. Barred Plymouth Rocks, 1906 fowls. Master Lewis feeding them.

One time a party who had sent away for an incubator tank, lamp and fixtures, and was going to be a real manufacturer, that is, he was going to make the cases, got terribly diffused with the diffusion idea. His mouth fairly watered when talking of heating and ventilating on the diffusion principle. Thinks I, "Johnson, you have been unable to understand the depth of the word diffusion." I gathered up all the dictionaries and encyclopedias around the ranch, and every one of them said that diffusion meant to scatter and mix. It meant just what I thought it did, but the question is, Why don't they say their great (somebody's else) incubator scatters and mixes the heat and air, thus conveying a sort of shot gun idea and sort of an apple butter stirring impression? The word diffusion does not convey a definite meaning to everybody; hence, it is assumed as being on the line of great science. The plain truth is, it would be absolutely impossible to ventilate anything or warm anything except by diffusion. Our houses are warmed and ventilated on that principle, and so is all of out of doors.

Mrs. Laura Stall, Beaver Crossing, Nebr. Buff Cochins and Barred Rocks. The evidence of a good incubator is a good hatch.

Old Trusty, a trotter owned by Hans Davis, Clay Center, Nebr. Old Trusty made his mile in 2:16 last year and 2:10½ this year. In another year or two he will get there close to the two minute record. Since the OLD TRUSTY Incubator has become so popular in the West, it is getting to be a favorite name for fine stock. I know of a number of registered animals that have that name.

Give her the Best Room.

I do not believe there is a successful poultryman or woman on earth that has not got one or more pet hens. Pet hens on their own account. I mean the hen that persists in being friendly, the kind that comes to the house and lays in your woodbox and other places in your mansion; lay and cackle eternally right under your nose, a general nuisance, but it would take a heartless desperado to harm her. Just let her lay, save her eggs and set them and I'll guarantee that through that method you can build up a strain of fowls that are mortgage lifters and panic proof. Love and cherish her, let her lay in your hat if she wants to. She can have mine every day of the week. I like to have them around. That egg song of theirs is certainly a harmonious piece of music. The time and chords are perfect; a great deal more so than some of the late classical music that we can hardly figure out whether they are playing the tune or tuning up the instruments. For my part, the hen's song is O. K., and the rooster's accompaniment does not spoil it a whit, whether he is on time or in tune.

C. C. Currant, R. 2, Sleepy Eye, Minn. Mr. Currant neglected to mention on back of photo the kind of poultry he raises, but the poster in the picture states that he hatched 134 chicks from 153 eggs

Our St. Joseph Office.

Emma H. Moser, Gravelton, Mo. Raised 81 chicks to maturity out of 100 consigned to the brooder.

Our St. Joseph, Mo., office is at 313 Edmond street. It is in charge of H. P. Brychta. We do all correspondence from our home office. All orders come to our home office. As the orders arrive, we make out the bills of lading and shipping tags, and forward them on next mail to our St. Joseph man, who tacks the tags to the right incubators and brooders and gets the bills of lading signed by the different railroad agents. Our man, Mr. Brychta, does not claim to be an experienced incubator man because he can do these things for us, but Mr. Brychta is strictly honest and thoroughly understands shipping. If you or we should speak well of him, he does not swell up with self importance. As stated elsewhere in this catalogue, we ship about half of our output from St. Joseph, the other half we ship from Clay Center. In all instances we ship to our customers' best interests. Keep in mind that all correspondence should be addressed to our home office. Our St. Joseph office is not a correspondence office. We have but one man there. He ships as per our instructions.

Mrs. Inez Logsdon, Cassville, Mo. Average hatch, 82%. A Single Comb Brown Leghorn specialist. A tray full of eggs made more than a tray full of chicks.

Turning Waste to Profits.

know of a man who makes good money out of other people's wasteful methods. He keeps four cows, about fifty hogs and four hundred hens. He does a scavenger business. He mows the roadside for hay, he collects the waste and swill of a small town for his hogs and hens. He keeps but one horse. He gardens some, but his gardening is mostly for cabbage and roots for winter feed. In the fall he puts in weeks gathering the chaff and waste grain at the tail end of threshing machines. He is the man that knows when it comes to threshing machine wastes. The chaff is concentrated by wind cleaning, then stored away for the hens on cold days. Should an animal in the neighborhood get killed, he is Johnnie-on-the-spot for the carcass. In winter his hens get meat scraps, cut cabbage and vegetables, also alfalfa leaves. He needs no dopes to get eggs. He cleared over $1,000 in 1906, and is doing still better this year. His poultry house for 400 hens did not cost him $100. The sides are built of baled straw, laid brick fashion. The roof is poles, brush and straw. The whole south side is open summer time and enclosed with oil duck winter times.

Herman Stafford, Ferrie, Texas. Black Minorcas Barred Plymouth Rocks and Mammoth Bronze turkeys. The OLD TRUSTY kind of poultry from the OLD TRUSTY Incubator.

R. W. Tinsman and family, Pittstown, N. J. Two 200 egg OLD TRUSTY Incubators both doing the business. A good family group.

Comfortable and Sanitary.

Let me repeat it again that there never was a poultry house invented that beat the thick-walled, open, straw shed. The thick walls keep out the cold and prevent draughts. The open shed is nature's ventilation. The straw and litter absorbs moisture and keeps the floor warm. The fowls feel at home and out of harm's way up among the limbs and straw, but not every one—in fact, but few—can have a straw shed. We can all borrow ideas from it, though. Let me ask a question. Who invented the idea of perching fowls two feet above the floor? Let me answer it. It was a poultry raiser who raised poultry with his feet under an office desk; was a good writer, but it is not positively known to this day that he ever raised a single fowl. He succeeded in popularizing his theory among other theorists, though. Says the office poultry raiser, the fowls will injure themselves flying down they will get bumble foot, etc., etc. Bumble foot nothing, gentlemen. Borrow no trouble about them flying down from anything they can fly up to. This holds good with the Brahmas or Bantams, and in either case a hard, bare floor would not be consistent. Hens are like Jersey cows; they like to feel safe. Their output is governed by it. Hens feel safer higher up. They cannot help it; nature made them that way.

M. E. Hodgkinson, Belleville, Kas. White Plymouth Rocks.

A. B. Meacham, R. 1, Springville, N Y. S. C. W. Leghorns and Light Brahmas. 85 chicks from 96 eggs. The Old Trusty dog and the Old Trusty rooster would make a good team, and Trusty Meacham and the OLD TRUSTY Incubators would make a good leader.

Mrs. Lizzie A. Lewis, Petroleum, W. Va. 94 chicks from 100 eggs. Never saw an incubator before. Followed instructions and the OLD TRUSTY did the rest

The Business Dog.

I have, I think, the only full blooded Newfoundland dog in the West. I bought him in Wisconsin. Just why the race is playing out in this country is something I cannot answer. They are a fine dog. I like the great St. Bernard; their disposition towards children is enough to win the admiration of any one. I also like the busy little bob tail fox terriers; even the pup that has not got his eyes open seems to understand when you say "rats!' There are lots of common, plain, just dogs that seem to know and understand any language. Just another step and they could talk, but perhaps the best all-around business dog is the Scotch collie. They are noted for driving and herding stock. I have seen the same Scotch collie kill as many rats as the best of them. The best watch dog I ever saw was a collie and I never saw one harm a child; on the other hand, I have seen them true and careful companions of little children. Scotch collies inherit the knack of learning to do things. They are bendable and are what we make them. I saw one lick a prize fighting bull dog.

P. P Robinson Rosedale Kas. Wherever you find an OLD TRUSTY Incubator and Brooder, right there you see the poultry business

Mrs. Edward C. Judd, 2814 Fillmore street. N Minneapolis, Minn. Breeder of Buff Plymouth Rocks. Little John and Rex, the White Collie.

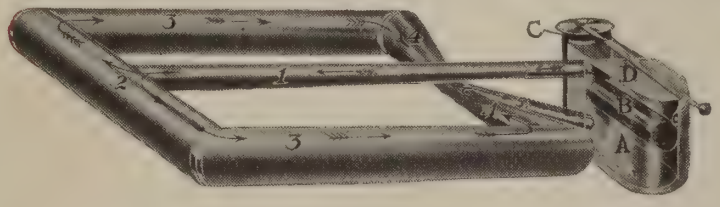
Birds of a Feather.

Birds of a feather will flock together, is one of the very old sayings. Like many other old sayings they have something in them. The strongest object lesson that I can point out is the new comer to a town or neighborhood. My private office faces the street; I like to study people. I am conceited, perhaps, but I can read a stranger whether they be a man, woman, or child, by their first real chums or associates. A stranger might make a mistake, but a stranger should be careful. They should take it for granted that people are weighing them up. It would be better for the stranger to be lonesome on the start than to be tied up wrong. To the young man or lady I would say, don't hurry to be cute or brilliant. Don't try to mash everything in sight and out of sight. It only takes a few minutes to make a bad impression and it might take you years to outlive it. People may not tell you that you are a brass monkey, but nothing but your good conduct will prevent them from thinking it. Only a few will seriously consider these things.

Mrs Sarah E. Meredith, Runnymede, Kas. When sending the photograph in June she had already sold $93.00 worth of eggs, $32 00 worth of chickens, and had over 200 chickens left, besides using all they wanted for their own use. If there was a law forbidding women to raise poultry it goes without saying that the men folks would not make much money

The Heating System Again.

Since going to press with the first pages of this catalogue, I have another cut of the copper hot water pipes that go in the OLD TRUSTY Incubator. The accompanying cut shows the heating system from another point than as shown on page 10. The new cut shows the heater just as it is. In this cut the letter B is an interior pipe in the heater. A and D is the return hood. The discharge pipe No. 1 increases in size from one inch to one and three-eighths. The larger pipe are two inches. The hot water is discharged to opposite end from lamp end of machine, hence the temperature is balanced up. There are other pipe systems that look similar, the difference being that the others discharge the hot water to larger pipes at lamp end of chamber, thus making the lamp end too warm if the other end is right. There are still other pipe systems that run the hot water directly around (on a circle) the egg chamber. The water cools in making the circuit, hence a cool and warm part. A close study of the accompanying cut will get your decision in favor of the OLD TRUSTY Incubator. After all is said and done on scientific incubation, the most of hatching the eggs is an even temperature in all parts of the egg chamber. It is nearly all a temperature question. You would be doing yourself a favor if you would submit this page to the best engineer or disinterested judge in the country. Don't pass over the heating principle without thought. It is one of the main things in the OLD TRUSTY.



Mrs. Anna VanSwearingen, Monticello, O. 210 chicks from 230 eggs. S. C. W. Leghorns. They not only have an Old Trusty dog on top the machine, but a picture of an OLD TRUSTY sitting in front of the machine.

The Limit.

I am often asked how many hens can one person care for? I could not answer definitely and be sincere. As a guess, though, I would say 500, or for a man and wife, I would say 1,000. So much depends on the kind of person. My convictions are that the man and wife should go partners; they could do so and do a lot of other work. When the number of hens get above 1,000, they should be separated at least a quarter of a mile. I am approximating now. I am speaking of conditions on the farm. To raise or care for the same number of hens on limited room means another thing. 500 hens are very profitable on two acres of ground, or 1,000 on five acres, but we need to manage it differently. We would need to plow up and work over the smaller space. Fresh soil is a disease exterminator; it affords work for the fowls. To sow it to rye affords green stuff. The smaller amount of ground does not necessarily mean lessened profits if we make up our mind that it requires more work. When it comes to limited room, it means more sanitary care. It also means that we must artificially supply lots of the stuff hens would get on unlimited free range. I never personally tried it, but I believe 500 hens can be successfully managed on one acre. I would not be afraid to try it on one-half acre.

Mrs. M. J. Knapp, Clayton, N. Mex.

O. O. White, Clay Center, Nebr. After the little chicks become accustomed to the OLD TRUSTY Brooder they will follow it most any where. On warm days or during the summer time it can be placed out in the yard, the orchard, or most any place.

Try it for Once.

Rev. and Mrs. McRae, Clay Center, Nebr.

If you have more horses than you need or other stock that are eating their heads off and shrinking in value, sell them and turn the money over to your wife. I'll give you a share in my OLD TRUSTY dog if she can't turn the appropriation to a big dividend in the poultry business. I know it makes some men mad to hint that they are not square toward their wife and some times the wife gets mad at the hint. I heard of a fellow bumping a man for whipping his wife one time and the pair doubled team on the peacemaker and made it mighty hot for him. So now, please don't combine against a fellow just because he's telling a wholesome truth. A little more truth, would say that if the hen's earnings were turned to bank accounts, lifting the mortgage or buying more land, and the receipts from the swine turned towards paying for the pins and needles and the family living expenses, Mrs. Hen would be still more appreciated. As matters now stand, her earnings are simply a matter of course, wherein she does not get just credit. $100 worth of hens guarantees a good liberal living.

Mrs Perry McDuffee and little Raymond, York, Nebr. Barred Plymouth Rocks. Little Raymond claims his share of them. This shows a hatch of 90 chicks.

Mrs. G. E. Crittenden, Bozeman, Mont. Barred Plymouth Rocks. Has good luck with the OLD TRUSTY Incubator. Hatches the eggs without asking any questions about altitude.

Follow Instructions.

If I was asked today what the greatest trouble incubator manufacturers have, I would say, their customers chasing wild geese instructions. What I mean by this is the tendency to follow various theories on incubation and forget the instruction book. To pick up most any farm or poultry paper we read of freak hatches by freak methods. People do not like to brag of their failures, but they do make haste to make known their discoveries. I have known of more than one good incubator operator to lose through following freaks. It's only natural with any of us to want a chick from every egg.

We should be satisfied with 60 to 90 per cent. the season through, but when we see such glowing accounts of 98 and 100 per cent. hatches by some certain method, our disposition is to try it. In the matter of temperature, for instance, we read of sensational big hatches at a temperature as low as 98 or 100. The next week, perhaps, we read of another sensation at 105 to 107, and so it goes. We are in the air constantly. If the truth was known, all of them are due to defective thermometers.

D. E. Harrell and wife, Hume, Mo. 96 chicks from 109 eggs. The OLD TRUSTY Incubator does the hatching, the OLD TRUSTY Brooder does the raising.

Ifs, Whereases and Whereofs.

Mr. R. O. Fatheree, Decatur, Tex Single Comb Brown Leghorns and Rhode Island Reds. The OLD TRUSTY Incubator, a trusty brooder house, a trusty boy and a trusty pup.

The best lawyers in the country will tell us that the representation made in selling goods is the determining factor in case the goods were not up to the expectations. Our stamps and our seals, the whereases and the whereofs, provided, and if, etc., etc., look dignified of course, but in case goods fail to be satisfactory, the ifs and provisos that you have perhaps overlooked, put the burden of proof on your own shoulders. The guarantee of an incubator depends on the honesty of the concern making it. The whole thing rests on it. Did you ever buy an incubator with the guarantee on the back of the order blank? Where was your guarantee after you sent the order in? The very best guarantee behind an incubator or any machine or article is the reputation of the party who sells it. There is no better way to find out about the reputation than through the patrons of the concern, and how the concern stands at home and with the people they do business with. If the concern is honest, you are safe. If they are dishonest you are not, regardless of the guarantee.

O. O. White, Clay Center, Nebr. White Leghorns OLD TRUSTY chicks by the acre.

Without Triggers

If any one buys an OLD TRUSTY Brooder with the idea that it is loaded with contraptions and triggers wherein the chick is presumed to be a chap to figure out machinery, they will be disappointed. The brooder is the simplest contrivance you ever saw. The chicks run in and out at will; they hover under the warm cloth just as they do under a hen. All that the hen can do that the brooder cannot do is to cluck and scratch, and if it would not be foolish I could put on an attachment for that purpose. One thing the hen does do that the brooder don't do, is trailing the chicks in the wet grass, coaxing them off to the fields for the hawks and cats. I never saw a brooder hike the chicks under an eave spout during a big rain, have you? With the OLD TRUSTY Brooder the chicks naturally run to it on the approach of a storm, but with the hen, no telling where she is. With the brooder the chicks are safe. It is rat proof, but with the hen it is different. Naturally, I want to sell all the brooders I can. I am talking its advantages.

Mrs. H. H. Carson, R. 2, Ord, Nebr. Norval strain of Barred Plymouth Rocks. Mrs. Carson runs two OLD TRUSTIES. From the looks of things she uses hens for brooders, and with the right kind of brooder house and late in the season, a great many make a success in that way, but with brooders they can begin earlier and really be more successful in the long run. It is the early hatched chicks that make the fall and winter layers.

Mrs. E. Duer, Waupun, Wis. A tray ful of eggs made a tray full of chicks and heaping measure at that.

Chas. Brackenbury, Lamoni, Ia. Buff Orpingtons, raised in the OLD TRUSTY Brooder.

Breeders' Cards.

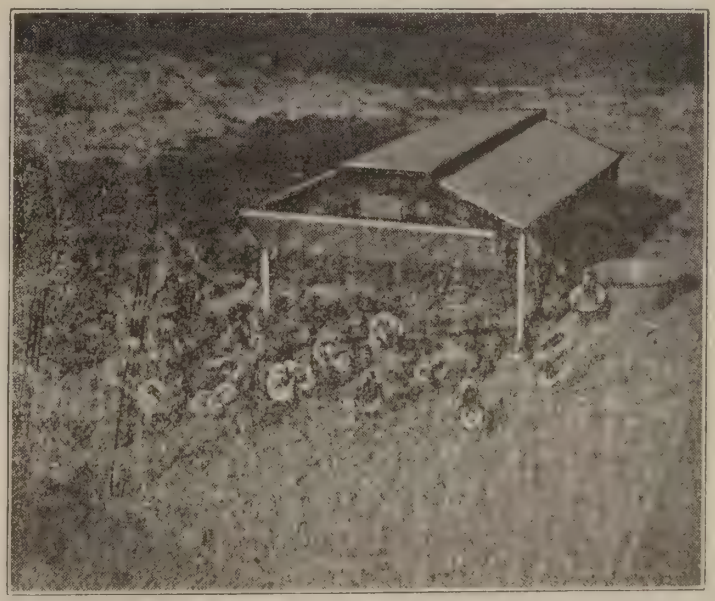
Don't overlook the breeders' cards in the poultry and farm papers with the idea that the smallness of the advertisement is a sure pointer to the smallness of the quality of the fowls. I had occasion one time to order several hundred eggs to build up a large flock of White Plymouth Rocks. I ordered eggs from both the big and little adverti ers. If any difference the quality of stock produced was favorable to the breeders' cards. Whenever I see an expensive catalogue and large display advertising space in all the papers hinging on a pen of fowls, I get suspicious. A mere pen, pair, or trio could not possibly justify the advertising. A better way would be to tell the whole truth and say they owned a large flock aside from a particular prize winning pen. A thing I am absolutely sure of is that it pays to send away for eggs. Poultry or people outlive a climate and conditions; changing them even from one state to another is an advantage. Eggs inherit just as much as fowls do. Moving a flock or moving the eggs mean one and the same thing.

Mrs. Jake Snethen, Dawson, Nebr. A photo of OLD TRUSTY chicks. The little boy is in the hog business with a bottle feeder

What We Are Here For.

Mrs. W. F. Holcomb, Clay Center, Nebr. The top tray full of shells, the bottom full of chicks. Mrs. Holcomb's husband is the proprietor of the Nebraska Poultry Co. It is needless to say that she hatches out thousands.

This book is to describe my incubators and brooders and to express my views about the different theories on incubation, incubators, poultry raising and kindred subjects. It is possible that I am too sanguine and express myself too positively; however, I am candid, and esteem competitors who are candid, even though we are at extreme opposites. I try to have my printed matter as respectful of others as I can; never yet have I sent out printed matter that I was ashamed to let my neighbor see. However awkward it might be, it has expressed my views candidly and conceded that there were other honest, experienced poultry raisers. If what we all know, added to what you know, will benefit you in any way, write us. I assure you right now that you will get a letter written to help you, and, regardless of whether you can return the favor or not, ask us any question that occurs to you. If we know we will say so, if we don't, we will say so. In any event we will not refer you to authorities that we know are no good, neither will we advise you to spend a dollar to save a cent. We will do our best.

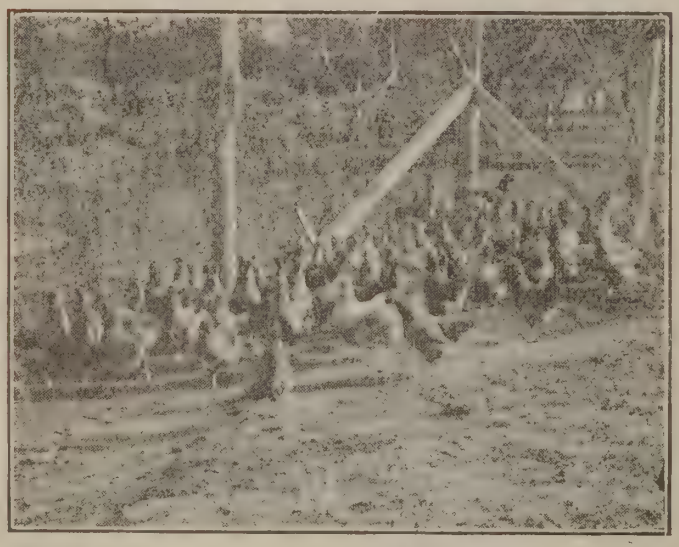


H. A. Blanfuss, Doyon, N. Dak. Barred Plymouth Rocks. 81 chicks from 100 eggs

About Our Safety Lamps.

We use the Edward Miller cold blast, sun-hinged incubator and brooder burner. More burners of this kind are used for incubators and brooders than all other kinds combined. They are absolutely safe without a depression on top of the oil bowl for holding water, but many want the depression and we furnish the oil founts in two ways—the whole top depressed or a small copper pan around base of burner. When no choice is preferred we send one style with incubator, the other style with brooder. All of our oil bowls are now tested with five pounds air pressure, thus leaving no possible chance for them to leak. The chimneys are not narrowed until above the blaze, hence no choking of the blaze. The oil bowls are good size, no danger of running dry in thirty hours use. We could easily make larger oil bowls, but I find from experience that the lamp should be filled and wick trimmed every day. It becomes a habit then, and it obliterates any chances for the burner, wick, or oil to become foul. Our customers never have any trouble with our lamps.

Mr. Mel Burhans, Carlisle Center, N. Y. 87 chicks from 97 eggs.



J. S. Catterson, Sutton, Nebr. Breeder of high class Buff Orpingtons. Mr. Catterson is a mail clerk on the C., B. & Q. railroad. In addition to his salary, he has a nice income from his money-making Buff Orpingtons. The above picture only shows a small bunch of his large flock.

The Automobile.

Beyond doubt the automobile has come to stay, but I predict that in less than three years the type of them will be revolutionized, also that we will have laws to prevent manufacturers making high speed machines. The brainless, reckless scorcher will also be dealt with. I am satisfied that the surplus, useless brass work serves to frighten horses. Some of these days a sensible, long-headed manufacturer will turn out a gasoline wagon or carriage that will be reasonable in price. Its utility features will make it possible for people to earn money with them instead of spending money with them. Horses are sensible animals. They or we would be frightened with the brass-front, puffing and screaming monsters. We have an advantage in reading about them, but horses get the great surprise; they never heard of them. Until such times that horses become accustomed to them, both the auto driver and the horse driver should be fair on the highway. Individuals cannot make laws on the spot, neither can auto drivers. The right way is to exhibit a fairness on both sides.

Mrs. L. W. Davis and little Floyd Davis, Sparta, Wis. R. 1, box 61. 80% hatch. Set the incubators five times for the season; has no trouble in operating them and getting good results. This is a picture taken inside of the house, hence the little chicks on the floor look blurred on account of having to give the camera a little time

Mrs. M. E. Spence, Private Post Bag, Glenadeliade, via Queenstown, Cape Colony, South Africa. Mrs. Spence stands at the left. The little natives were so dark that the light for the camera was hardly equal for a light person and a dark person in the same photo. If the little natives had another OLD TRUSTY for hatching watermelons they would be in it sure enough.

Air is Consumable.

Wm. Eleys' family, New Madison, O. Average 133 chicks from the 150 egg OLD TRUSTY Incubator. Also has an OLD TRUSTY Brooder that did its work in first class shape. Mr. Eley raises the Single Comb Brown Leghorns and B. P. Rocks.

Air is a consumable substance. As a single illustration, will mention that a lamp in a fifty gallon air tight barrel will consume all the air in less than four minutes. I have been in places in deep mines where there was not enough air to keep a candle lighted. Air is really a part of the light; where there is no air there can be no light. Air is composed of several things, oxygen being the principle and vital thing. When air has been burned, it is not air at all—it is heat, pure and simple. Among other reasons why hot air incubators never have been and never will be equal to hot water incubators is this burning-of-the-air principle. Wherever we find the ventilation idea is to make the air inlet next to the lamp flue or close to the lamp heat, we have the difficulty. The air then enters the egg chamber as hot pressure instead of air, its component parts having been overheated or burned. In most of the hot air incubators that I am acquainted with, the air is used over and over again. It is not ventilation at all. It is heat circulation, but its principle is entirely wrong.

R. E. Polley Goodrich, Kas. Rose Comb Brown Leghorns. This photo was taken in cold weather with a small camera; however, it has made a pretty good half tone cut.

Melvin Scott, R. 2, Guthrie, Okla.

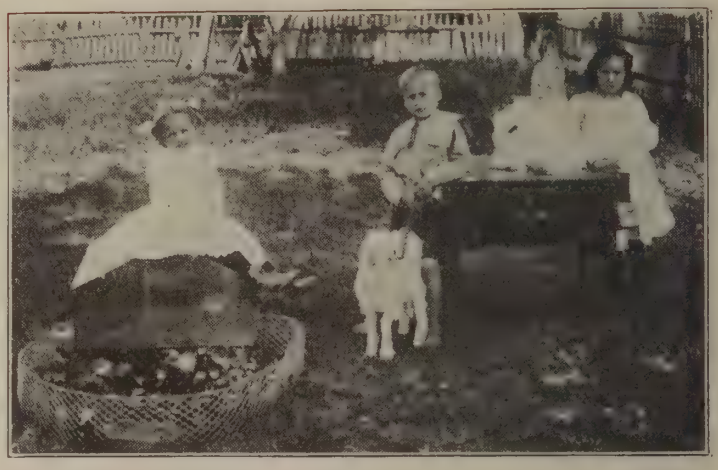
Airing the Eggs.

Egg turning contrivances were a great deal more popular a few years ago than they are now. I abandoned them for the reason of an average of eighteen per cent. better hatches by turning the eggs by hand; not only get better hatches, but saved a lot of time. All hands admit now that the eggs must be aired. While turning them by hand they get aired, while turning them with turning contraptions they still must be aired as another operation. By our plan of removing a row or two rows of eggs from side of tray and rolling the others to the vacant places, the eggs get that necessary soft rolling motion. All sides of the eggs are brought up to the source of heat; the eggs are constantly changing positions in the tray. All told, the plan copies the hen method, while all other plans do not. 100 eggs can be turned in three minutes by our plan. No patent could save more than a few seconds' time; besides, our plan gives an airing. Our plan copies the hen method. Other plans cater to imagination. Our plan is from experience, other plans are from inexperience.

Albert Wallace and daughter, Colebrook, N. H. 60 chicks from 67 fertile eggs. Two neighbors of Mr. Wallace have high priced hot air incubators. One of them got 25 chicks from 140 eggs. Mr. Wallace is superintendent of the State Fishery Hatchery. Part of the building is shown in the picture.

The Premium Humbug.

If the time ever comes when we fully understand that premiums come at the cost of the purchaser instead of at the cost of the seller, then we will quit that form of gambling. A dollar's worth of premiums or even a dime's worth of premiums are added to the cost of the goods. We pay our share of the nonsense when we buy the goods. No person or concern can actually give away things if they are only making a small profit on the goods. The premium certainly flavors of a cost to us wherein we are in no way benefited. Good, honest, meritable goods at a fair and square price should not need a premium other than the value. There would be no gambling then; we would not need to pay an advance in order for some one to get something, something, perhaps, that they do not need or would not buy of their own free will. Premiums, says a salesman of trinkets, do not really cost much, and they put your would-be customer under obligations. Politicians have discovered a great value in poor cigars, but truly, he is no better on that account. Consistency is a deep study. Let us think about it.



Mr. and Mrs. Jas. J. Grady and family, Maysville, Mo. The Old Trusty dog in this instance seems to be a goat, but what is the difference as long as the OLD TRUSTY Incubator does its share of the work? The yard in front of the brooder is full of little chicks

Mrs. S. D. Williams, New Martinsville, W. Va. Sold over $150 worth of poultry this past season and has still more than she started in with. The picture is a handsome one.

When Economy is Not Economy.

It would be poor economy to pay more than the goods are actually worth, no matter what kind of goods. With this incubator question, it would be foolish to pay two prices with the single idea that the high price guaranteed superior quality. The real worth of an incubator is in its good hatching, its ease of operation, economy in use and its respectable appearance. The high price does not assure these things. The high price though might assure a lot of salaried soft snaps on the part of the manufacturer. I could make an incubator that would not cost me one-half what it does cost me to make the OLD TRUSTY. If I wished to do it I would make hot air incubators, but I am here to say they would not muster up the big family of OLD TRUSTY people. The first cost of an incubator is not all there is to it. A single poor hatch would make the cheapest the most expensive; eggs and oil cost money. The greatest profits are in the greatest results from the use of the incubator. It is in the greatest results that OLD TRUSTY excels. It does the work for every one.

W. H, Gibbs and family, Montague, Mo. Single Comb Brown Leghorns. The Old Trusty dog, Trusty horse and I'll bet they are trusty children.

F. F. DeVore of Valley, Nebr., sent me the above photograph. It has nothing to do directly with poultry raising, yet is such a handsome group that I would not like to leave it out of this catalogue.

Nebraska State Poultry Show.

Harry Stroven, Box 103, R. 4, Fremont, Mich. This is a post card picture from Mr. Stroven. Nothing about the picture to connect it with incubators except that he says the little chap in the wagon is queen of the ranch; everybody does its bidding. He also says the OLD TRUSTY Incubator and Brooder are all right.

The Nebraska State Poultry Show opens at the Lincoln auditorium Jan. 20, 1908, and lasts the whole week. Over 3,000 birds were on exhibition at the last winter's show. We confidently expect over 4,000 this coming show. Luther P. Ludden, Lincoln, Nebr., is the secretary. When writing him for entry blanks, never mind the street or box number. Everybody knows him. It will pay any poultryman or woman to come a long ways to the show. Some 75 varieties of poultry, the different varieties of pheasants, pigeons and pet stock will be there galore. Lend us your presence at the show. The panic proof hen in all her colors deserves your attention. Bring your wife and family and tell your neighbors that a practical, useful circus is on tap at Lincoln. We, the association, will see to it that you have not exaggerated. Of course, the show will be over before all these catalogues are mailed out, but the big show will be on every winter. Its history dates back many years and will keep on making history. Join our association and let us whoop it up together. If you raise full blood poultry, join us.

J. M. Moore, Holden, Mo., likes the OLD TRUSTY Incubator and Brooder. Only lost three chicks out of 98

The Fancier and Poultry Paper.

Rev. J. J. Meyers, Sterling, Colo. The old hen in this picture is a great deal like the old lady who lived in the shoe had so many children she didn't know what to do.

To the fancier and poultry press are due the great interest in poultry raising. While fanciers do occasionally get too extreme, as a whole they are a hard working people who have done wonders in the development of fine poultry. While this is true of the fanciers, they could make but little headway without the poultry papers. After all, are not the papers the hub of the business and we fanciers the spokes? It occurs that way to me. It also occurs to me that no farmer or person who raises poultry could spend a few dollars to a better advantage than to subscribe for a lot of poultry papers. Very often a single paragraph in the exchange of experiences through the poultry press will be the means of saving more than the entire cost of all the papers. No matter how old we may be, or how great our experience, there is hardly a page that will not add to our store of knowledge after we have learned to draw the line between the silly stuff and the real practical. The things I would term silly is the stuff not applicable or practical, and usually written to see their name in print.

G. F. Crocker, 58 years old, sister, 70 years, brother, 76 years. Harbor View Farm, poultry house in background, West Barnstable, Mass. There is a couple of Old Trusty dogs in the picture. Mr. Crocker has good success with the OLD TRUSTY

About Cockerels.

Some people pretend to prescribe the exact number of hens for each cockerel. These chaps talk through their hats. So much depends on the individuality of the cockerels that no one can exactly prescribe. I remember of an instance where sixty hens to a single cockerel produced unusually fertile eggs. For results I would prefer one single cockerel to a whole drove of scrappy, fighting ones. Too many of them, whether they fight or not, invites infertile eggs. Right in these things lies part of the profession of a successful poultry raiser, and it can only be learned to the fullest through experience and observation. As a reasonably safe basis for new hands, I would suggest twenty Leghorn hens to one cockerel, fifteen to one in Plymouth Rocks, and ten to one in Brahmas. This estimate is free range and for sprightly young, full grown cockerels and hens. In breeding do not forget that the cockerel is half the flock. Do not tolerate a scrub simply because you could not catch him at harvest time. Use one that you would like more of. Take into account size, shape and color.

G. R. Fulkerson and family, Dahinda, Ill. In this instance the OLD TRUSTY is part of the wife's machinery. The washing machine in the background and the sewing machine in the house. The Old Trusty dog is in evidence. The boy has him on the incubator.

M. Stonald, Rocky Point Road, Kogarah, Sydney, Australia.

Incubator Sensations.

No, sir, they do not expect to sell their great sensations They are advertised to make it appear they are advanced, to add prestige, etc. This is my view of it and I have given it considerable thought. No matter if it worked, or how well it worked, it would still remain impractical for the millions of poultry raisers. As I view it, the plan is another one to sell incubators, for other reasons than the good hatching of the one marketed. They hope to create a reverence for great science for the inventor, with a view of adding prestige. They will accomplish their aim to some extent, but I am inclined to think that most people will get their thinking wheels to working before the wind storm is over. I am now thinking of numerous sensational advertising schemes, incubator advertising included. Until I invented the OLD TRUSTY I made a new model each year, since then I have bent my entire efforts towards making the OLD TRUSTY better and better. Does not my plan meet with your approval? I surely think it does.

Mrs. S. D Williams, New Martinsville, W. Va The little girl has taught her Old Trusty dog to do antics, The chicks in front of the incubator speak for themselves.

C. H. Stone, Muscatine, Iowa. Breeder of Poland China hogs and Shetland ponies. A winner at the Iowa state fair, and has an Old Trusty rat dog. The shells on the ground and the chicks in the tray tells what the OLD TRUSTY did to the eggs. If you want some good Shetland Ponies or Poland China hogs, he has that kind

Mr. and Mrs. John George and their son, Billy, Irvington, Ill. 86 chicks from 100 eggs.

The Busy People.

Instead of pointing to experts, as some do, I take a great deal of pride in pointing to the thousands of inexperienced people who like the OLD TRUSTY and are making a complete success with it—the farmer and his wife, who do lots of work besides looking after the machine, the young folks of the family and the children. Really, the expert should be able to run most any kind of complications. In many instances, it is all he does do, but with the great common, busy people the conditions are changed. They have only a portion of their time to spare; hence, their appreciation of an incubator that runs itself. The OLD TRUSTY is the most thoroughly automatic incubator ever made. Keeping the lamp lighted and turning the eggs is all that it does not do itself. No need of experts to keep it going. Getting good hatches is entirely a question of good eggs and not a question of mysterious things that are usually incorporated in incubator instructions. There is no humbug science attached to make the operator feel that they, themselves, are entirely responsible.

V. O. Clark, Ashland Nebr., and partner, Richard. Average hatch of 101 chicks from 104 eggs. Chicks doing fine.

Mrs. Anna VanSwearingen and grandson. Howard, Monticello, O. 210 chicks from 230 eggs. This photo was taken in the house. To get good pictures of little chicks the photograph must be taken out of doors and a quick snap shot at that. However, the above is a good picture. We notice an Old Trusty dog head in the photo. The trays on top of the machine full of shells and the chick trays full of chicks stand as evidence of what the OLD TRUSTY can do.

Trip Burners.

There is hardly an incubator concern that has been in existence a number of years that has not tried trip burners. To regulate the temperature within the egg chamber appeals to the new hand as a presumable saving of oil, and makes a good talking point, but most all the older and experienced incubator concerns have abandoned the trip burner. I do not know their experience as well as my own. My experience with trip burners, and I have tried most of them, is that it requires about as much work to keep the regulator and trip in good working order as it does to operate all the other parts of the machine, including filling the lamp and turning the eggs. If the wick is trimmed just so, all chars removed from the trip and wick tube, and the adjustment made just right, it goes fairly well, but with the inexperienced or busy person all this extra work becomes burdensome and perplexing. The saving of oil is more imaginary than real and my own experience is that the damper regulator excels, especially if a little judgment is used in adjusting the blaze to a moderate height when the lamp is lighted.

Glen D. Ellis, Parnell City, Mo. Has used the OLD TRUSTY Incubator four seasons. Average hatches from 80 to 98%. The incubator has not cost Mr Ellis a cent for repairs, and he believes it is good for a lifetime.

About Thermometers Again.

We charge 90 cents for a retested thermometer, just 15 cents more than for a thermometer that has not been retested. As near as I can figure it, counting the time and the rejected ones, it costs us 15 cents more to furnish the retested, double guaranteed one. At 90 cents we send them postpaid and safe arrival guaranteed. If it arrives broken, return it immediately and we will replace it free of charge, or if you want one just as it came from the best factory in this country or in Germany, we can furnish it for 75 cents, and safe arrival guaranteed. Or if you prefer to run your own risk through the mails, the price will be 60 cents for the latter, or 75 cents for the retested one. We send the retested one free with each incubator. If it arrives broken, return it immediately and we will send another without cost to you. If you want to buy an extra thermometer, you will make no mistake in choosing the retested one at 90 cents. The 15 cents extra price will be no consideration as compared with an absolute guarantee as to their correctness.

H. A. Clark and his little chaps, Ceylon, Minn. There is always something doing when the three weeks are up with the OLD TRUSTY Incubator.

E. C. Boniger, Willow Poultry Yards, Davenport, Ia. Buff Wyandottes, S. C. W. Leghorns, S. C. Black Leghorns and White Pekin ducks. Finds the OLD TRUSTY a great labor saver.

Buying a Theory

Just recently a traveling man called at my office. Says he, "Several of my neighbors report great results from your OLD TRUSTY, and I hear the same news everywhere. Am going to buy an incubator," says he, "and I want to see if yours are ventilated properly." Says I, "Here is the ventilation, inlets and outlets on a level with the top of eggs, just as in a hen's nest, but," says I, "what's the difference about the ventilation when such great results are secured?" Says I, "Mister, is it not a fact that you prefer buying a theory than the real thing?" Says he, "You have got me right, Johnson. Here is your price; ship the machine January 1." At another time a party asked if the OLD TRUSTY was heated by radiation or diffusion? "Neither or both," says I. "The eggs are just evenly warmed from the heat of the pipes deflecting on lower side of lid. The eggs hatch good and I don't care a continental whether you call it diffusion, perfusion, radiation, or some other name." My jolt jarred him, of course, but I got his order later on Why do some people chase rainbows?

This photo was sent by Joseph Ferguson, Iuka, Kas. The hen among the chicks on top of the incubator is very much like the woman who lived in the shoe, had so many children she didn't know what to do.

Cecil and John Hoover, R. 5, Lawton, Okla. 95% hatch. Mrs. Hoover writes us that the OLD TRUSTY does its work.

The Difference.

J. W. DeWalt, R. 2, Export, Pa. Mr. DeWalt has good luck with the OLD TRUSTY Incubator. This photograph of one of his poultry houses shows that he has some taste in poultry houses as well as incubators.

To explain the difference between hot air and hot water incubators in connection with temperature of the egg chamber is just as hard as to explain the difference in the different kinds of light. We all know that a kerosene light is yellow, electric and gasoline lights are extremely white, while gas is neither extreme. Possibly those who have gone deep enough into the study can explain it, but I cannot. I can though with moisture gauges detect difference in heat in the egg chamber of incubators.

Hot water is softer than hot air heat, and for that reason more closely copies nature. Take the warming of large buildings. Steam heat or hot water radiators and pipes are acknowledged to be the best heat. I venture to say that there is not a large hospital or sanitarium in this country which does not concede these points. Hot water is a steady heat, while hot air is flighty. Hot water does not burn up any portion of the air.

With hot water incubators the ventilation is separated while with the hot air it is, in most instances, tied up with the heat and inseparable.

Mrs. D. G. Finch, Hume, Mo. Barred Plymouth Rocks and Bronze turkeys. 95% hatches, has good luck with the OLD TRUSTY, also has good luck with the OLD TRUSTY Brooder, and, of course, the Old Trusty dog is O. K

G. Gingrich, LaPorte City, Ia. Evidently he and his poultry are on good terms.

Fishing.

To advertise in the papers that they do not want any money, and that all they do want is for us to try their wonderful goods, the pay being a second consideration in their bigness of heart, but when they casually mention that inasmuch as they are unacquainted with our financial standing we must deposit the price in their bank, then the first proposition becomes threadbare. Of course, they are unacquainted. How could it be otherwise?

The deceptive advertisement was for the purpose of getting names of prospective customers. The proposition up to us then is, shall we hook up after being fooled and run chances of being fooled still farther, or shall we buy from the man who makes every word of his advertising good? It is time to quit when we strike the first deception; a good business rule, as it were. First impressions are not always best, but are best most of the time. As a safe general rule, we would make no mistake in, putting ourselves in their position long enough to study out their trick. No conservative, safe business man or business concern actually give away stuff.

J. B. Honnaker, Jr. Shepardsville, Ky. 81 chicks from 91 eggs The OLD TRUSTY Brooder doing its duty.

Just Common People.

"Mr. Johnson," writes a man, "the construction of your OLD TRUSTY suits me all right and its reputation is all right, but your customers seem to be just common people." "Yes," says I, "we are just common people, but I would crack the pate of any one who called us fools, but just the same, Mr. Elevated, if we are all fools, myself included, and all idiots and blatherskites, and still made big hatches with the OLD TRUSTY Incubator, it seems to me the old dog, the incubator, should have a lot of credit. Side by side, says I, "Mr. Elevated, the OLD TRUSTY excels the most expensive incubator. It must make good. The maker has no other prestige than his machine doing the best work. It's a ground hog case wherein the hog is winning out." Yes, sir, I do expect to sell over half of the entire incubator output in the next two years. Will do it entirely on the merits of the OLD TRUSTY as a hatching machine. Point to a single incubator prediction I have made that has failed and you can then doubt this prediction. My common people are with me.

Mrs. E. J. Powers, R. 2, Wheeling, Mo. Barred Plymouth Rocks and Rhode Island Reds. Average hatches for the season, 77%.

Geo. W. Fegley and family, Davenport, Ia. Average 90% for five hatches. White Plymouth Rocks and White Wyandottes. The family includes an OLD TRUSTY Incubator and Old Trusty dog. See the dog with the little boy on top of the machine.

The Bran Mash.

We see great spiels for and against the bran mash for poultry. A great deal of the stuff is nonsense; it's from a very limited experience. Bran itself is a great regulator for animals or fowls. It can be overdone in either instance, but I can guarantee that if you let up on the dope nonsense and fix up a food as follows, once or twice each week during cold weather that your fowls will be healthier, which means eggs without the injurious dopes. Take a peck of bran,

Mrs. G. Martin, Petersboro, Ontario, Canada.

Mrs. P. L. Ayers, Wellman, Ia. The OLD TRUSTY Incubator turned eggs to chicks. The little girls find it difficult to keep time with the chick music.

two pounds of cut cabbage, a pound of fine cut meat scraps and two pounds of mashed, boiled, cold potatoes. Mix all with the bran, put in a tablespoonful of salt, then pour on warm water and mix until it is all thoroughly dampened. This is for 100 fowls and should be scattered among them. For goodness sake, don't pen your fowls up in a small, poorly ventilated place and go to doctoring them to get eggs. As sure as you do you will need a drug store attachment to your hen house before you will finish your poultry experience. Health in your flock is the first consideration. Profits follow health.

Otto Brim, New Philadelphia, Ind. Single Comb White Leghorns and Single Comb Rhode Island Reds. First hatch, 115 chicks from 139 eggs. Second hatch, 133 chicks from 146 eggs. Third hatch, 120 chicks from 149 eggs. Fourth hatch, 119 chicks from 149 eggs. Fifth hatch, 139 chicks from 161 eggs. Mr. Brim writes us that the OLD TRUSTY Brooder made a still better record, having raised a higher per cent. of the chicks than he hatched eggs.

Fair and Square.

The OLD TRUSTY at home is an easy proposition during the incubator season. I know nearly everybody in this county. When Mr. Smith, for instance, comes after an incubator, after I close the deal, I say to him like this: "Mr. Smith, I appreciate this business you bring me. Take the machine home, Mr. Smith; use care in collecting the eggs. Run the machine through the hatch. After the hatch is off, if you are not perfectly satisfied, unload the machine at the factory and come to the office and get your money. I am going to be fair with you, Mr. Smith, and if you want to be fair with me, you will bring the machine back if you do not like it, instead of keeping it and cussing it." Not a single machine came back and not a single cuss that I ever heard of. Reader, could it occur to you that I am bragging and making false statements about my neighbors and friends right here in front of them? Not for a minute would you think it. The above is my way of doing business at home, and, as far as possible, I duplicate it in my mail order business. Fair and square is the way I do business.

The OLD TRUSTY office. This is not the largest office building in the West, although it is plenty large. We fitted it up on purpose for an office, with plenty of light and ventilation. We have our own lighting plant, our own water pressure system and steam heat We can and do work in the OLD TRUSTY office.

Duck Machines.

Mrs. C. H. Furey, LaPaz Ranche, Mackey P. O., Idaho. Mrs. Furey bought an OLD TRUSTY Incubator from a party who persisted in dealing with the egg question in the dry climate a great deal like a lot of scientific stuff we see in the papers. The party she bought the machine from persisted in following all the dry altitude instructions they could find. Mrs. Furey simply followed our instruction book, and has made big hatches on both duck and chicken eggs. I would say to all incubator operators, whether they operate the OLD TRUSTY or some other kind, to follow the instructions that comes with the machine. It is not fair to the manufacturer if you do otherwise.

Let me tell you a story about duck incubators. The story in this instance is true.

One time several incubator concerns had exhibits at a state fair. One of the concerns had a great deal to say about special duck machines in their catalogue. One evening after the fair visitors had departed, the incubator chaps got sociable over a watermelon feast, and continued their fun and jokes until toward morning.

Finally to get even on some guy, one says to another: "Say, Frank, what is the difference between your duck machines and your hen machines?" "All the difference in the world," says Frank, "you see our hen machines are painted with the best vermillion red, while our duck machines are painted a beautiful motherly green." The story went, as I got it, that the other fellow had to set 'em up to Frank.

Give me an incubator that hatches a high per cent. of hen eggs, and with it I can hatch a higher per cent. of duck eggs than with any nonsensical duck machine ever thought of. Yes, and turkey eggs, too, and by the way, there is a great opening for a turkey incubator.

Duane D Fox, Plainfield Wis. White Wyandottes. Has averaged 75% hatches and raised 96% of the chicks in the OLD TRUSTY Brooder.

Roup.

Roup with poultry is the one and the same thing as consumption with people. Roup is more fatal to poultry profits than all other complaints combined. There are stimulants, ointments and salve that will check it and heal outward appearances, but it becomes a constitutional and hereditary disease. Conkey's Roup Cure is the best remedy I ever tried. The medicine, though, is to prevent it getting a start in your flock. Exposure to draughts of cold air will bring it in a hurry. I never saw a fowl get it roosting in the trees, but they will get it in their house where there is a draught of cold air. They simply catch a cold to start with and begin to sneeze, then their eyes water, then yellow stuff gathers under their tongue, then lumps around their eyes. The most profitable remedy after they get stuff under their tongue or boils around their eyes is a sharp hatchet. Possibly they can be tinkered up, but they never become profitable fowls to keep and breed. Some day the oiled duck front shed will be popular. They are common sense and sanitary, and do not breed disease.

Mrs. Murray E Foristell, Wentzfield, Mo. Hatched 75 chicks from 115 Leghorn, Plymouth Rock, and Rhode Island Red eggs. Sold them at 6c. each, and could have sold five times as many at that price. The picture shows a hatch of 90 chicks.

Mrs. Geo. B. Temple, Stanberry, Mo. Breeder and shipper of Imperial Pekin ducks, Barred Plymouth Rocks, White Wyandottes and Mammoth Bronze turkeys. Mrs. Temple has been using my incubators several years and has placed a lot of them among her neighbors.

The Unmotherly Hen.

Poor brooders or unmotherly hens will bring bowel trouble to small chicks. What I mean by unmotherly hen is the hen that stands up to hover the chicks, the hen that trails in the wet grass, the hen that trails and trails and does not apply that bodily warmth to the sleepy nerves of the chicks' backs. In such instances they walk as if on stilts; they get stuck up and die. Usually it takes them about three days to get sick and the same time to die, hence the seventh day, fatality. The motherly hen does not do that way. I have seen them, and so have you,

Mrs. Katie Creighton, Marietta, Minn: She does not mention on the back of photo whether it was a chick hatch or a duck hatch. It looks to me like a duck hatch. Wherever you find an OLD TRUSTY Incubator right there you find the folks are in the poultry business.

V. E. Crosse, Esmond, N. D. Single Comb Brown Leghorns and Rose Comb White Leghorns. Baby Earle is his father's main partner. Two 200 egg OLD TRUSTY Incubators hatching as high as 94%.

hover them almost constantly the first three days; after that she forces their exercise carefully. Let me tell you something right here. The real facts about raising small chicks and the automatic talk of a city chap at his desk are different things. I want the readers of this book to make money on the truth of it, instead of losing money on the myth of it. The long and short of it is, I want you to make money, and you will make money by the simple and sure route and common sense plan.

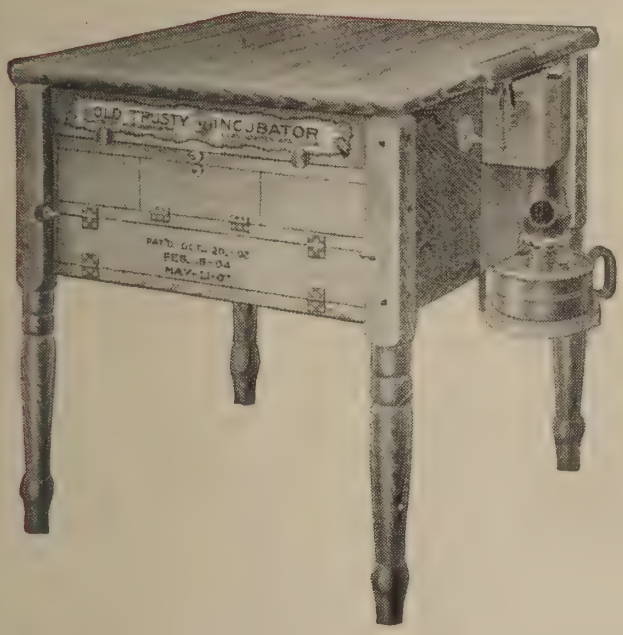
Mr. and Mrs. T. C. Allingham, Pine Grove Poultry Farm, Halsey, Ore S. C. W. Leghorns. Average hatches from 91 to 97%. Finds the OLD TRUSTY equal to hatching Chinese pheasant eggs. Likes the OLD TRUSTY Catalogue because it is down to the realities of poultry raising.

About Guarantees.

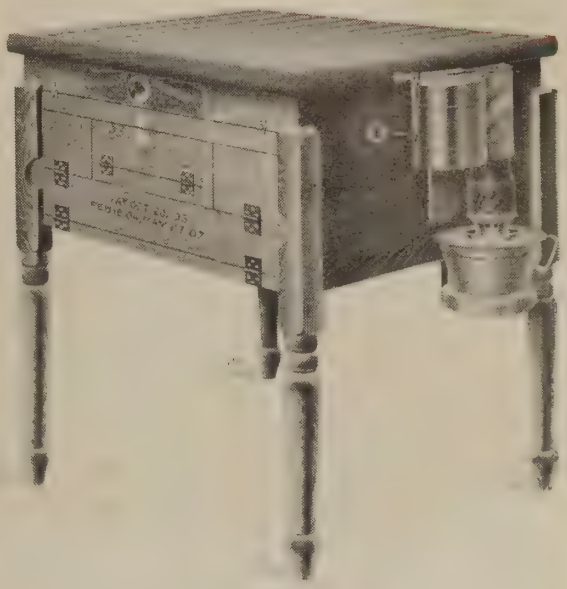
But little comfort, says the incubator concern that gives you no recourse, to try an incubator a hatch or two, lose the eggs, oil and time, then send the machine back. I regard that kind of knocking as silly as the machine they put out. If we regarded their knock seriously we would rise to ask what recourse have their customers? What do their customers get if they find the machine no good? Get to keep it, I presume. Let me ask what a good faith guarantee is? Does it not of itself allow one or more trials? If the trials are not admissible, then what is left of the guarantee? Let me repeat what a lawyer once told me. He is now on the supreme bench. Says he, "If I was the court and a suit came up wherein business was solicited with printed descriptions and representations, and they issued a separate guarantee, I would light my pipe with the separate guarantee and hold them responsible for the representation made to sell the goods." You and I, reader, give that lawyer credit for good judgment. All that a separate guarantee could possibly accomplish would be to get out of the responsibility.

Mrs. J. L. Gillespie, Holt, Calif. Black Minorcas and White Leghorns. The best evidence of a good incubator is a big lot of little chicks.

The Same OLD TRUSTY.



No. 1



No, 2

Cut No. 1 shows the OLD TRUSTY Incubator with square return hood around the heater over the lamp. Cut No. 2 shows the incubator with round hood instead of square hood. The principle is exactly the same with either one. The hood accomplishes exactly the same purpose in either instance, hence we make them both ways. If any preference is mentioned in the orders, we try to comply, but reserve the privilege of sending them either way, according to our stock at the time.

We have no sensational, untried improvements for this season. The only improvement is in making them better in every possible way, without changing the principle. This is not a case of illustrating and giving testimonials of different models and offering still another kind. The very same kind that made the record throughout this catalogue is the kind we are selling this season. I will promise the poultry raisers right now that when I change the principle of the OLD TRUSTY Incubator, that I will also change the name, just as I did when I invented it. The OLD TRUSTY stands on its name and reputation. Its reputation has made the name popuiar, so popular that it has become a name for the finest stock, the fastest trotter, and even elephants carry the name. People write me that the name is appropriate and that the machines can be trusted, etc. It would take a lot of money to buy the name from me.

Take Some Poultry Papers.

If you raise poultry or want to raise poultry, the most profitable thing you can do is to take one or more poultry papers. Everything in them may not be practical, but you will find many things that are practical and worth money to you. As a usual thing, the editor edits one page and the subscribers edit the balance, but it must all muster inspection by the editor. The editor simply makes comments and lets us weigh the different views on our own scales. If you raise poultry you should take poultry papers. If you raise fine poultry you should make it known through advertising. At the very least, use a breeder's card notice. If you have a good sized flock, don't be stingy with advertising space. Use space enough to describe your stock and to illustrate. Don't jam too much reading into small space. The money you spend in advertising honest stock will not be lost. It may not make you rich in a few hours, but it will grow until you will be able to get profitable prices and the demand. Patronize the poultry papers! there is money in it, besides they deserve your patronage. They are working for you as a poultry raiser. As a usual thing, patronize your home or state paper first, but this is, perhaps, a question of loyalty and sentiment. Anyhow, subscribe for one or more poultry papers.

Edw. C. Judd, Minneapolis, Minn. Buff Plymouth Rocks. Mrs. Judd, the two boys and little girl in the picture, also Rex. the Old Trusty pedigreed White Collie.

Mrs. Jessie Larson, Bradley, S. D., Baby Esther 18 months old, 60 incubator ducks 10 weeks old. The hens did not hatch very well in that locality, but she had good luck with the OLD TRUSTY Incubator.

Building a Catalogue.

If any one thinks it an easy job to build a catalogue like this, they would realize their mistake when they came to writing copy to fit the pages and the space. I am not a professional catalogue writer. Right now as I write, the printers are rushing me for copy matter. They have a type setting machine that sets up copy faster than I can write it. I call this kind of deal a rush. To say that I am busy hardly expresses it. That my copy has mistakes would be no guess. After passing the twentieth page, I told the printers to fire away and pay no attention to page arrangement. Take any page and number it to suit yourselves, etc., etc., each page being complete within itself. Doing away with complications makes the work easier for me, and I feel that you will concede that it will come out right at the wind-up. I am trying to make this book of some use outside of describing my goods. I want you to loan it to your neighbors and kick if they do not send it home to you. Wonder if I deserve it! I hope so. In any event, I trust that the book will be worth all it has cost you. One thing sure about this catalogue is that it copies no other. I have borrowed nothing, and I have written it up as I would write a big letter. What I say about incubators and poultry is square from the shoulders. I have not hedged. Neither have I catered to rainbows. Actual realities are things we can realize on.

Mrs. A. Arnold, Lake Park, Ia. Breeder of White Plymouth Rocks. Raises hundreds of them.

Mrs. E. B. Day, Fremont, Nebr. Mrs. Day has been using my OLD TRUSTY Incubator from the very start. She and Mr. E. B. Day raise the Buff and Partridge Wyandottes, also the biggest St. Bernard dogs in this country.

About Regulators.

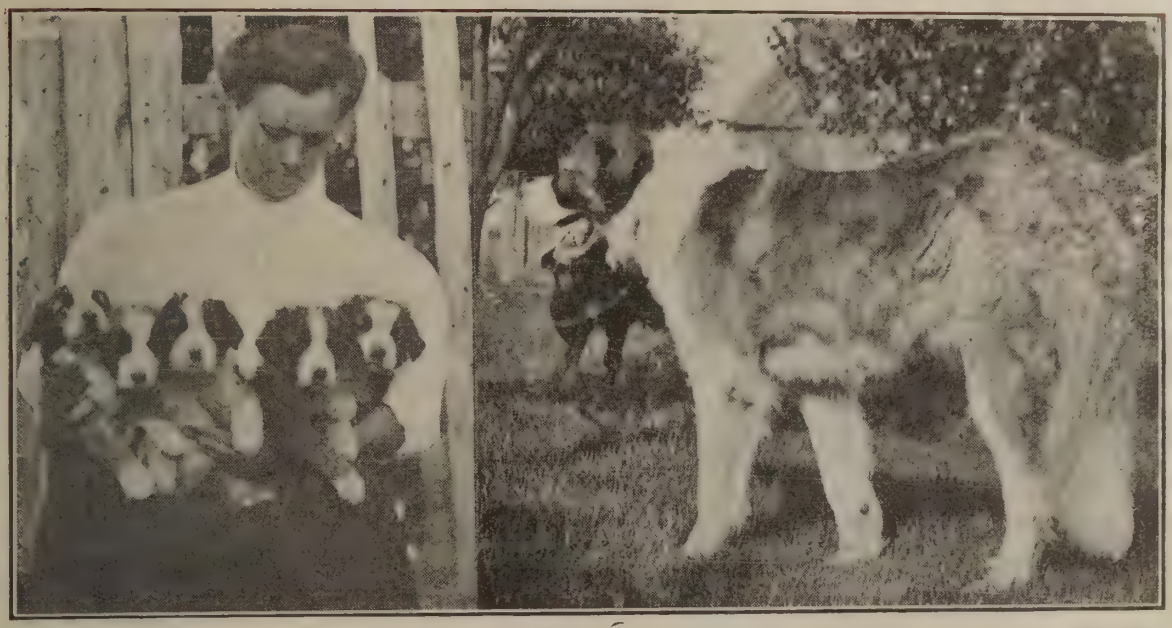
The manufacturers of other kinds of regulators refer to wafers as being unreliable, cheap, etc. Just the same, though, they are letting loose of their complicated, out-of-date affairs just as fast as they can. While I think of it, and to break the monotony of so much descriptive matter, I will relate something that happened some four years ago.

A self-appointed incubator expert was keeping the papers full of scientific incubation. His hobby was regulators; even gave illustrations showing the right way to construct a regulator, adding, though, that it was already patented. Lots of papers published his rot. I remonstrated in a number of instances with the publishers, but my kick was too late.

Off to the school picnic. A wagon load of fun. They will get there if the donkey takes a notion to start. They have whipped and punched him, and finally set the dog on him. It will be noticed that a white rat dog has been set on top of the donkey. This particular donkey stops lots easier than he starts, hence he is a very safe animal for the little chaps.

This man was particularly severe on wafer regulators, his main objection to them being that they were subject to climatic conditions, affected by altitude, etc. With the papers he had a faculty of having been there before I got there, and finally I opened up a correspondence with him.

Says I, "Please explain why altitude affects wafer regulators." Says I, "It seems to me you have pilfered enough advertising." Of all the bluff letters I ever saw, I got it from him. "Any school boy," says he, "knows that water and all kinds of liquids boil at a lower temperature in high altitudes." I ignored his insulting intimations, and asked him to make a direct answer to the question, if it were not the case that incubator regulators were set by the thermometer instead of the altitude? And that as both a wafer regulator and a thermometer were liquid, if they would not work together better than a solid substance and liquid. I never got any answer. No doubt, I was beneath his notice, but from that day to this I have seen no more of his nonsense. That party had been stealing advertising for an incubator concern; was in their employ at the time and for years afterwards.



Mr. and Mrs. E. B. Day, Fremont, Nebr. Breeders and shippers of St. Bernard dogs, Buff and Partridge Wyandottes. Largest and best dispositioned St. Bernards in this country. Direct importations and descendants of the best across the waters. Their Wyandottes are of the big show variety.

About Photographs.

On page 5 of this catalogue is a picture of my factory. It is a real photograph and shows the factory frontage just as it is. It also shows our crew of factory workmen and office force. We did not have our full crew on at the time the picture was taken.

Quite an expert advertising man told me recently that I was making a mistake in not getting an artist to make me a wash drawing to show up my factory to the best advantage. Says he, "Most people cannot tell a wash drawing from a real photograph, and it would help you a lot to show acres of buildings instead of the front end of your factory."

Says I, "I know lots of people don't know the difference, and there are lots that do." Says I, "What's the matter with telling them the difference?"

To those who don't know the difference between a made picture and a photograph of a factory, I would say the photograph could not look down on several buildings without a balloon ascension. Made pictures always look down and I never saw one of a factory that didn't show one or more trains, a lot of lumber out of doors to season, some dray teams, some street cars, and now since there are so many automobiles, they should be worked in to make it complete.

Diversified Efforts.

Diversified farming is all right, as is also diversified merchandising, but in poultry raising specializing works out the best. Yes, that's so, we can make money raising poultry, geese, ducks and turkeys all together, but more money can be made with one particular kind and variety. In my way of viewing it and from my own experience, the money earning value of the guinea fowl is a fake as compared to other domestic fowls. Yes, that's so; they do lay a whole nest full of eggs and you get them if you find the nest, but the nest full ends it. Yes, and they possibly make the hawks tired with their noise, and us tired too, but when it comes to skinning little chicks, I will put a pair of guineas up against any hawk. On the roost these squawking guineas drive the hens out until dark or they go to sleep themselves. In the morning they clear the house again. Yes, their carcass is good to eat. Some people like coon meat, and they have dog feasts in the Philippines. You can easily see that I am not stuck on the guinea fowl. Other people may have a different experience with them. I am telling my experience now. Reader, if you raise ducks don't spread out. If you raise chickens you can raise turkeys. If you raise ducks you can raise geese, but you cannot reach the highest possible success with ducks and chickens together. You can make some money, but you cannot make big money with the mixture

Geo. Gordon, Meyers Falls, Wash. Master Jim Langshan and the family of little Langshans. Jim Langshan is on top of the incubator and the little Langshans are in the chick tray of the incubator.

Order Blank.

M. M. JOHNSON, Clay Center, Nebraska:

Enclosed find $....., for which please ship me incubators or brooders as per the marks in the little squares indicating the particular machines and the red ink special prices.

100 (120) Egg OLD TRUSTY Incubator, with all tools and fixtures.....	☐	$12.50 .....
150 (175) Egg OLD TRUSTY Incubator, with all tools and fixtures.....	☐	$16.00 .....
200 (240) Egg OLD TRUSTY Incubator, with all tools and fixtures.....	☐	$20.00 .....
100 Chick OLD TRUSTY Brooder, with all tools and fixtures	☐	$7.00 .....
150 Chick OLD TRUSTY Brooder, with all tools and fixtures	☐	$9.00 .....
200 Chick OLD TRUSTY Brooder, with all tools and fixtures	☐	$11.00 .....

When incubator and brooder are ordered together the price for both will be as follows:

120 Egg Incubator and 100 Chick Brooder....	☐	$19.00 .....
175 Egg Incubator and 150 Chick Brooder....	☐	$23.50 .....
240 Egg Incubator and 200 Chick Brooder....	☐	$30.00 .....

Name .....

Postoffice.....

County.....

State.....

If shipping point is different from P. O., mention it here .....

On account of us prepaying the freight, the above special prices in red ink do not hold good when the locality of customer has been changed since we mailed this catalogue.

A Few Testimonials.

To save room we will omit saying M. M. Johnson, Dear Sir, and also the date. All the testimonials mentioned in this book are dated 1907. We have some 30,000 of them. We make no selection, but take them as they come.

Ough, Nebr.

After using the OLD TRUSTY Incubator and Brooder will say that we could not do without them. Yours very truly, Mrs. Wm. McBride.

Sylvia, Kas.

Our OLD TRUSTY Incubator and Brooder give us fine results.
Yours very truly, Mrs. D. B. Wagner.

Altoona, Ill.

After using the OLD TRUSTY Incubator and Brooder will say that it is the only way to raise the chicks with little trouble.
Yours truly, Mrs. A. J. Carlson.

Grant City, Mo.

We are well pleased with the OLD TRUSTY Incubator and Brooder.
Yours very truly, Mrs. Minnie Jay.

Farnam, Nebr.

We find the OLD TRUSTY Brooder to be O. K.
Yours very truly, Mrs. E. S. Brown.

Union Star, Mo.

We have averaged 90% hatches with our OLD TRUSTY.
Yours very truly, J. J. Bateman.

Mt. Clair, Nebr.

We find that the OLD TRUSTY Incubator and Brooder do splendid work. Have used the incubator two seasons. Yours very truly, Mrs. M. W. Davis.

Victor, Mo.

I have used several kinds of incubators, but like the OLD TRUSTY the best. It almost runs itself. Lod Hughes.

Marion, Ia.

We have averaged 80%. We like the brooder the best of any we have ever used. B. C. Versby & Son.

Spickard, Mo.

The OLD TRUSTY did fine work again this year. We made three hatches. Averaged better than 90%. We are using your brooders altogether. Did not lose a chick by lice, neither did any get drowned in the rain. They soon learn the brooder and go to it for protection. L. E. Stewart.

Counterfeit Letters.

We send out no make believe letters, that is, we do not get letters printed by the thousands with typewriter type and special ink to represent a typewritten letter. This accounts for us not sending as many letters as some would like us to believe they do. When I get a counterfeit personal letter, it makes me mad. I know them, too, at a glance. Most always there is a difference in the ink in printing the letter and the ribbon used on the typewriter for attaching the name and address at the top of the letter. I contend now, and have always contended, that if a business man or concern used deceptions in getting trade that he has deceptions in his business. Anyhow, I so despise imitation personal letters that when I do answer one, it is a roast for the deception. I do not like to get them, hence I send out none myself. When we have not the time to write real letters, we sometimes send real circulars. Circulars are honest, even though they may not flavor of personal as much as the deceptive counterfeit. If at some time you should get a circular from us you will know we cannot write personally.

Mattie E. Johnson, Mebane, N. C. While the photographer was getting ready the chicks separated so that only a few show in the photo.

Chas. Brackenbury, Lamoni, Ia. S. C. Buff Orpington chicks three months old, brooder raised, hatched March 31.

Air Castles.

There is nothing under the sun that is more susceptible to air castles than poultry raising. On the other hand, I know of no occupation that offers as big and sure profits. In this book, in my circulars and correspondence, I avoid building air castles for my customers or prospective customers. I don't want to fool anybody. I want to make a lasting friend of every customer. I want them to make every possible dollar there is to be made. I make conservative estimates on poultry profits. Hundreds write me that they have done better than I estimated. This does me more good than to have hundreds write me that I built air castles to get their money. Thousands are making money on my plan. My customers do not quit the business. They start in a moderate way and grow the business up. Every one of them are my friends; every one of them are helping me. Some evidently make money on misrepresentations; I make money on telling the truth. Some appeal to prejudice; I appeal to common, every day sense. Others bob up and bob out of the incubator manufacturing business. My business grows and grows, so does the poultry business with my customers. I do not forget a customer as soon as the sale is made, neither do I hold them up for two prices and try to unload the thousand or less useless contrivances. When I have made the sale I have made my small profit. The next thing is to see to it that the customer succeeds and makes every possible dollar that can be made.

Mrs. Ira S. Eshleman and family, R. 2, Strasburg, Pa. It has been against my rule to give pictures of people in this catalogue, but I cannot resist making room for a handsome family of little ones.

Economical in Use.

It is the inside of an incubator that does the hatching, but to call attention away from a poor interior heating system, some invent a talking point on things outside of the incubator and harp on it with a view of bemuddling. A few years ago this country was flooded with a cheap incubator. The spiel was the great heating surface to heater. The heater did have the full maximum heating surface, but to keep the machine warm, it was necessary to wrap it in blankets. In many instances, another lamp was set on the floor under the machine. The machine did very poor work; the whole trouble was within the egg chamber. The pipes were too small; there was not enough radiating surface to them. Another defect was the poor circulation, which was so poor that the boiler was boiling over while the pipes within were cool. The OLD TRUSTY has more real heating surface to heater than any incubator that I know of, besides it has nearly twice as much radiating surface to the interior pipes. The drop of returning cooler water guarantees a rapid and even circulation. Incubators will not do as good work in an extreme cold room as in a moderately warm one, the reason being the exposure of the eggs while turning or airing them, but as far as the machine keeping warm is concerned, I right here guarantee that you can keep the OLD TRUSTY up to 103 in a room as cold as zero.

Old Trusty of the Campbell Bros. circus, said to be the largest elephant in this country. I had previously heard that they had named their big elephant Old Trusty. Finally, they showed here at Clay Center Nebr. Evidently, so that I could tell which was Old Trusty out of their drove of elephants they labeled Old Trusty. I always have my camera loaded for such occasions and took a picture. Old Trusty went away from here with a sign of my OLD TRUSTY, which said OLD TRUSTY Incubator. Campbell Bros. circus is one of the big ones. over a mile of parade; over 200 horses and the biggest circus performance that has ever visited this part of Nebraska. A nice clean show that anyone can go to. Campbell Bros started a few years ago in a small way, a great deal like myself in the incubator business By pounding away continuously, and doing the right thing by the public, they have grown and grown until they have reached their present business. Campbell Bros. have lots of relation in this country, and among them they use lots of OLD TRUSTY Incubators. If the Campbell Bros. ever visit your town, take my word for it that you will see a good show.

Some Useful Poetry.

As a usual thing I would not give ten cents an acre for rhyme, but Mrs. W. L. McKenney of Palmer, Nebr., sends me a few verses, a clipping that she got somewhere, that I am going to give up this whole page to. I would call it "utility poetry." It's the kind we can use and apply. It lacks the beautiful this and that, the wreaths of roses and moss covered things, but we can for once get along without them, to get something we can apply to our every day try to get along in this world.

THE BATTLE OF LIFE.

Did you tackle the trouble that came your way
With a resolute heart and cheerful?
Or hide your face from the light of day,
With a craven soul and fearful?
Oh, a trouble's a ton or a trouble's an ounce,
Or a trouble is what you make it;
And it isn't the fact that you're hurt that counts
But only, how did you take it.

You are beaten to earth? Well, well, what's that?
Come up with a smiling face;
It's nothing against you to fall down flat,
But to lie there—that's disgrace!
The harder you're thrown, why, the higher you bounce
Be proud of your blackened eye;
It isn't the fact that you're licked that counts,
It's how did you fight and why.

And though you be done to death, what then?
If you battled the best you could,
If you played your part in the world of men,
Why, the Critic will call it good.
Death comes with a crawl or comes with a pounce,
And whether he's slow or spry,
t isn't the fact that you're dead that counts,
But only, how did you die.

Will it Pay to Buy an Incubator?

No matter where you live or the kind of poultry you raise or want to raise, it will pay you to use incubators and brooders. Of course, I would prefer that you order from me, but if there is anything about the OLD TRUSTY that you do not like, then order some kind that you do like, but in any event don't buy an experiment unless you want to experiment. Don't buy a theory, that is, don't chase rainbows; look to the work the machine does for those who buy it. Some who buy incubators, set hens at the same time and divide the chicks up with the hens. Some make a success with the plan, others would make more money if they also had a brooder. There are plenty of reasons why it would pay you to buy an incubator and brooder, but I cannot think of a single reason why it would not pay, can you? It costs more to feed hens for 100 eggs than it does to buy oil for a 100 egg incubator. While the incubator is incubating, the hens would earn something with eggs. You can run an incubator where it is most handy for you, while you can run yourself down working with the fighting, egg-breaking and mite-hatching hens. With an incubator you boss your poultry business; with hens they boss it. An incubator is always ready; hens are ready when it best suits them. You can embark in the poultry business without a hen on the place with an incubator, and it is about as good as any plan.

Chief Abe Yellow Bull and his squaw, White Eagle, Okla. All told, I have eight Indian customers. One in Oklahoma, four in Indian Territory, and three in Montana. I am told that the Indians are superstitious about having their pictures taken. The above is the only one I have succeeded in getting. The photographer who took the pictures writes me some funny things in connection with the picture, but as these Indians are my friends jokes don't go in connection with this photograph.

Cows, Hens, Fruit and Bees.

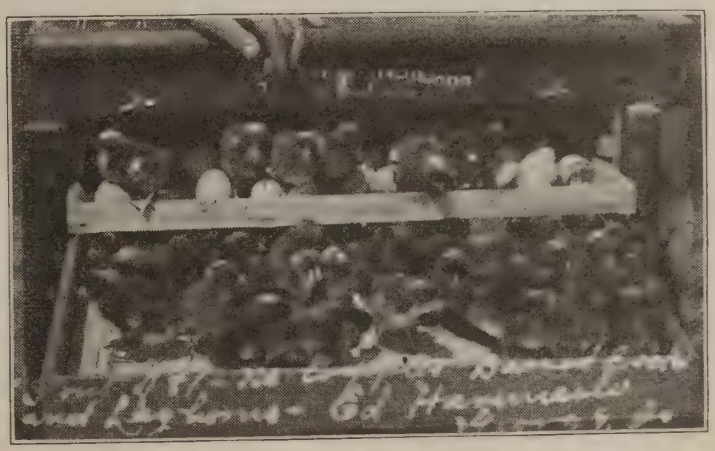
Instead of spending a lot of money foolishly in the poultry business, or if a party has more money than he can use in the business, he could invest in cows, fruit and bees; each are good for the other. I want to say it again, that dead-head investments keep people poor. I have tried it. Did it ever occur to you that the loss of a steer or fat hog was a total loss, while if you lost a cow or hen she has paid her way over and over again. 500 hens will, if taken care of, pay their own way, their owner's way and $500 as a yearly cash dividend. I have tried it and know whereof I speak. 500 hens represents about $250. What other $250 investment can do it? I came from Missouri and should not refer to lazy people any where, but I can say that I have seen lots of poultry raisers around the lead mining localities so everlastingly lazy that they could hardly haul the eggs to town. They lived in the woods and the hens were keeping them. There are hundreds of such instances in southern Missouri and northern Arkansas. The laziest, easiest life I ever heard of. The hen houses there are built on the top of poles. The hens go up into it. There are no floors to them. A queer way, but I have seen lots of them in the Ozark country, and what is more, they were a success in that climate as was also poultry raising.

Geo. Gross, Sutton, Nebr. Breeder and shipper of Columbian Wyandottes and Golden Wyandottes. Mr. Gross is a winner at the state poultry shows.

Mrs. Kittie Gleason, Webb, Ia. The little ones are her nieces and nephews. The little chicks are Barred Plymouth Rocks and Buff Cochins.

Luxuries.

There is a difference between buying luxuries and buying things with which to make money. The most expensive things are luxuries. Luxuries are things that earn nothing and shrink in value. It would go hard with these things in hard times, but incubators, reader, are not luxuries. They are a necessity. They are money earners instead of expenses. A concern in Chicago writes me, "What are your views on the money stringency? How will it effect your business, etc., etc.". I wrote them that I viewed it as a rich man's panic, that it would affect the poor man and be against labor employment, but so far as the farmer was concerned, he would just stop buying luxuries. Instead of luxuries, he would buy money earners, and, as a rule, they have money in their pockets, money in the bank or grain in the bin, and were, so to speak, their own bankers. While the farmers would feel an extended panic and be injured, it might, as a whole, have a wholesome effect on this country. It might stop speculating in watered stock and windbag business methods. It might bring the speculative spirit of this country down to a reasonable ratio to the real money in circulation. My business in the height of the first stroke of the panic is a great increase over normal conditions a year ago. I expect it to continue.



Ed Hammerle, George, Ia. Barred Plymouth Rocks. 73 chicks out of 81 eggs. The proof of a good incubator is in the chicks.

A. B. Lambert, R. 21, Shipman, Ill. 188 chicks. Single Comb Rhode Island Reds.

A view of the Harvey Dog Farm, Clay Center, Nebr. Without question, Mr. Harvey imports more dogs than any breeder in the country. He does not hesitate on a price of $150 or more for breeders that suit his fancy from across the water. He has dogs of all ages for sale. Pups or trained older dogs. Write him for prices Address H. H. Harvey or Harvey's Dog Farm, Clay Center Nebr.

Home Indorsement.

Heretofore I have given up two or more pages to an indorsement signed by the business and professional men of Clay Center. I have so many photographs for this catalogue that I dislike leaving any of them out to make room for dry stuff. Clay Center is a county seat; all the county officers live here. We have the Commercial State Bank and the Clay Center State Bank. Four churches are represented here, the German Evangelical, the Methodist, the Christian and the Congregational. A letter addressed to the county treasurer or any other county officer will find the right party. The same of the banks, and by addressing the minister of either church will be all right. Write any of these people, also Dun's or Bradstreet's agencies. Write my customers, write any publisher, or come to Clay Center and investigate. We also have the Masons, Odd Fellows, the K. fo P., United Workmen, and Modern Woodmen lodges. Write any of the officers. There are also two papers published here, the Sun and the Patriot; also a C.B. & Q.agent. All these people and all the merchants have been indorsing the Incubator Man for years and are ready to continue. Write anybody, that's my request.

The McClanahan Incubator Company.

EUGENE, OREGON, AND 709 SOUTH MAIN STREET, LOS ANGELES, CALIFORNIA.

Are our Pacific coast selling agencies. We sell to them in car lots, and they sell agian to the trade in California, Oregon, Washington, and the Northwest.

The catalogue prices are for east of the Rocky mountains. On account of the high freight charges over and west of the Rocky mountains, the McClanahan Company will need to make a slight advance over the catalogue prices, yet not enough advance to put their prices near as high as the coast manufacturers ask for incubators and brooders that have not near the record as the OLD TRUSTY.

E, J. McClanahan, Eugene, Ore.

We sell to the McClanahan Company in car lots and several cars at a time for the reason that freight charges on single machines to the coast are so high that in some instances it amounts to nearly the price of the machine, while in car lots the freight charges are about half, yet high enough.

For the state of Idaho, the inquiries or orders can go to the McClanahan Company or come direct to us, but in no instance do we fill orders except at prices we have quoted ourselves.

The McClanahan Company have been in the incubator business for years. They wanted the OLD TRUSTY long before we concluded to give them the coast country. They were substantially recommended to us. We have been doing business with them for three seasons and find them right on tap with every agreement. They are experienced poultrymen and fitted to handle the business in that territory. They have sold hundreds of OLD TRUSTY Incubators. It has been their experience and ours that the altitude and moisture question does not affect the good hatching, the ventilation of the OLD TRUSTY fits the conditions.

In case inquiry is made to us from the states mentioned, we send the inquiry to one or the other offices of the company mentioned. The company at either place deals in general poultry supplies, and buy everything they handle in large quantities; hence, they are able to make right prices.

In writing them no street numbers are needed at Eugene, Oregon, but when writing to them at Los Angeles, California, put the right street numbers to the address. See address at head of this page.

Those living nearer Los Angeles than Eugene should write Los Angeles, or vice versa. The Eugene house also ships from Portland.

The Capital.

So many ask me how much capital they would need to start a poultry plant that I will here approximately make an estimate. So many entertain the idea that they would need a lot of money. They would need money, to be sure, but it would be a mistaken idea to assume that it is an expense to keep poultry. It does not take much capital. The hens pay their own way and furnish capital to enlarge or make improvements. 100 hens and a couple of good incubators will swarm any place with poultry in one season. The hens will pay their own keep, pay for the incubators and brooders and buy most or all the feed for the chicks, besides laying enough eggs to keep the incubators running six months. Or, to figure it another way, $100 worth of hens, incubators and brooders would fit you out for the first season, or you could spend the $100 for incubators and brooders, buy the eggs and swarm the whole farm in one season. Do not enter the business with the idea that it is expensive and that you need a lot of capital. Of course, you can blow a lot of money in on fancy buildings; you can even plan to gather eggs with an automobile, but I take it that you want to make money and get your pleasure out of it for the reason of the profits. Of course, you will need some buildings, but the truth of it is, hens are color blind when it comes to fancy paint and architecture. Just plain, honest comfort is all they want. Any buildings that are moderately comfortable will do.

J. S. Strickler, Derry Station, Pa. All hands with their pets. The young trusty kittens the mammoth Light Brahma, and the young trusty pup. Evidently the photographer focused on the rooster; anyhow, the incubator does not show up very plainly.

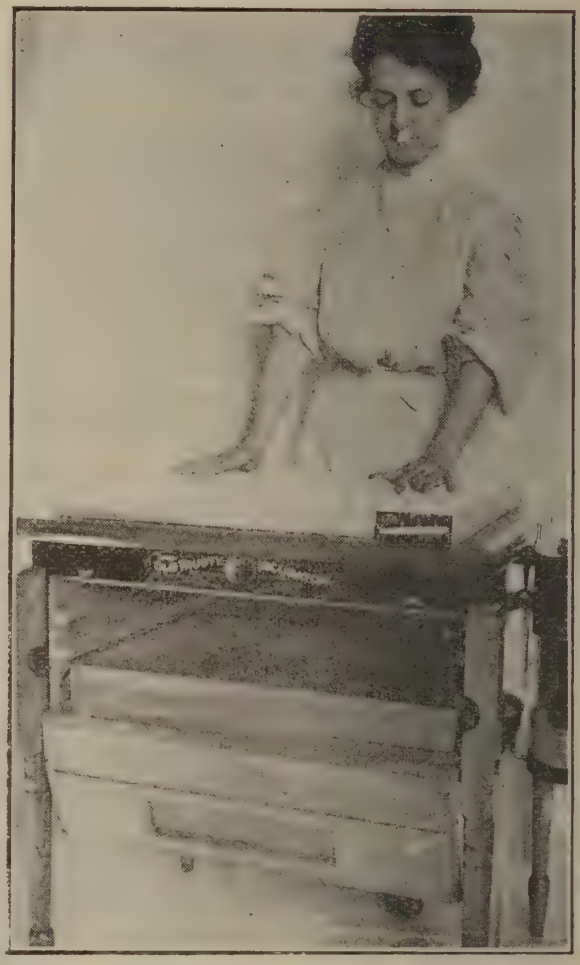
Too Much Farming.

Lots of people farm too much land. It requires too much invested in teams and implements. Thousands of renters reach a certain point and can get no farther. It takes the entire earnings to keep up the wear and tear. The teams and implements shrink in value, must be replaced, and a lot of things that compel the earnings to pay the expenses. In such instances, it would pay better to make a sale and get down to money earners—the cows, the hens, fruit and bees. Keep as little as possible tied up in big things that shrink. Very often the price of a horse, a team or farm implements turned to poultry would open a brighter prospect. Of course, I am an incubator man. I talk from my own standpoint, but all this does not change the truth of the matter. The truth remains that condensed farming and poultry raising is the better way. A smaller investment brings greater returns. Poultry brings an endless chain of revenue. It puts the owner on a cash basis; the store bills do not eat up his season's work. I am talking from experience of my own and what I have learned from thousands of poultry raisers. Nothing upsets or disturbs the hen. Year in and year out she is making money for us. Drouths and panics are trivial things to her. Reader, double or treble your poultry raising If you are overworked at other occupations, if you want to recuperate your health or want to work for yourself, you can depend on the poultry business.

T. A. McNermey, R. 5, Ft. Wayne, Ind. Mr. McNermey forgot to mention the kind of poultry he raises, but we can see for ourselves that they are some kind of white chicken.

Turning the Eggs.

Setting the regulator on the OLD TRUSTY Incubator. The temperature is entirely governed by one adjusting nut clear on the outside of the machine. The lady in the picture is adjusting the regulator to hold a certain temperature, When once adjusted it stays adjusted.



Turning the eggs.

By removing a layer or two of eggs on one side of the tray and rolling over the eggs to the vacant place, then putting the removed eggs in the other side of the tray we have the eggs turned. Not only turned but aired. They get that soft, natural movement in turning, and all sides of the eggs come up to the source of heat at different times as nature intended. A few years ago nearly all of the incubators were equipped with egg turning trays, but experience has taught most of us that the most successful way to hatch eggs is to turn them by hand. They not only get the right kind of turning, but they get the necessary airing at the same time, which saves a great deal of time over the plan of turning the eggs as an extra operation, taking the tray out and airing the eggs. Our plan is not only the quickest, but it is the best. Plenty of room on top of the OLD TRUSTY Incubator to set the tray.

Frice List of Fixtures and Poultry Appliances.

Humphrey's green bone and vegetable cutter, f. o. b. Joliet, Ill.	$12.00
Complete regulator, including all levers, wafers, etc., postpaid	1.50
Double wafer for regulator, the Sheer brand, postpaid	.75
Damper and lever, postpaid	.25
Wafer bracket and holder, postpaid	.35
Brass connecting wire and adjusting nut, postpaid	.25
Adjusting nut alone, postpaid	.10
Sheer lever poultry punch, best made, postpaid	.30
Champion leg bands (mention the kind of poultry) per dozen, postpaid	.15
Champion leg bands (mention the kind of poultry) 1 cent each for any number above one dozen.	
No. 3 lamp (1½ inch wick) complete, by express, at customer's expense	1.40
No. 2 lamp (1 inch wick) complete, by express, at customer's expense	1.15
No. 2 or No. 3 steel lamp chimney with mica window, postpaid	.25
No. 3 lamp burner, postpaid	.70
No. 2 lamp burner postpaid	.55
No. 3 lamp wicks, postpaid, two for	.10
No. 2 lamp wicks, postpaid, three for	.10
No. 2 or No. 3 oil founts by express, at customer's expense	.50
Retested incubator thermometers (see page 16) safe arrival guaranteed, postpaid	.90
Retested incubator thermometers (see page 16) customer's risk, postpaid	.75
Complete copper heating system, including heater, for 100 egg incubator, customer pays the express	4.00
Complete copper heating system, including heater, for 150 egg incubator, customer pays the express	5.50
Complete copper heating system, including heater, for 200 egg incubator, customer pays the express	7.00

The prices on heating system are for the exact kind that we put in the OLD TRUSTY Incubator. We do not make other kinds to order. Ours are patented. Everything listed above is of first quality. If you wish to make an incubator or remodel some other kind you will find what you need in the above list.

We keep no book accounts. We pay cash and sell for cash. A small, but sure profit is our motto. Remit by P. O. money order, bank draft, express money order or registered letter.

If stamps arrive in good condition, will accept them up to $1 worth.

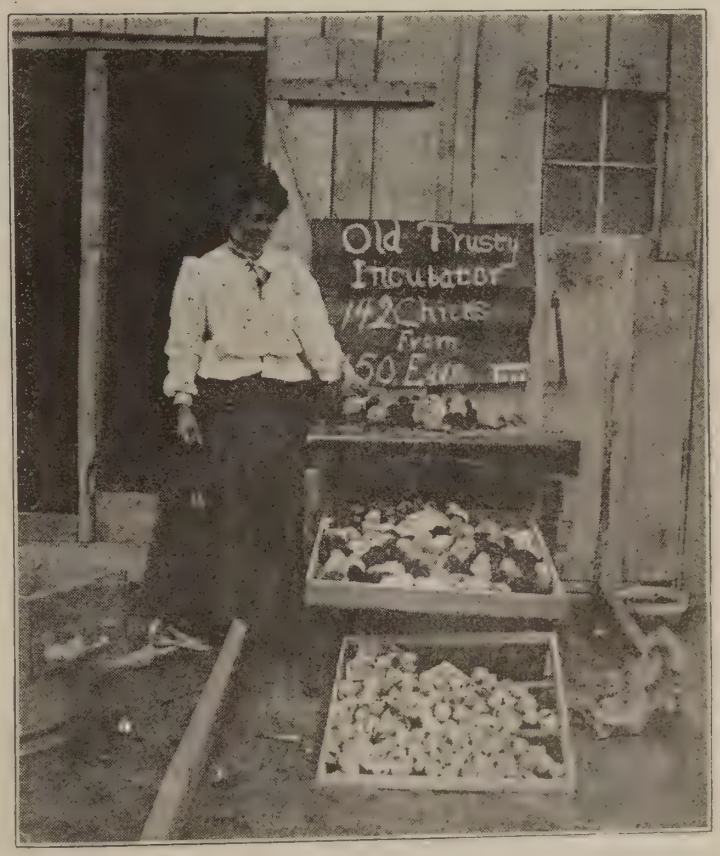
Brooder Heating.

The very best kind of brooder regulator is a brood chamber and lamp protioned to each other. Then with a warmer and cooler end to brood chamber, the chicks adjust themselves to the most comfortable place. That kind of regulating regulates and becomes automatic within itself, but this idea of hanging a thermometer in a hole or separated from the chicks, and running the heat by the thermometer, instead of the chicks, is responsible for the great mortality of brooder chicks. Even if the thermometer was among the chicks, the nature and instinct is still a better thing to go by, and about heating a brooder, will say the heating power of a lamp is limited. While it would not do to put the lamp in the same chamber as the chicks, a lamp's heat cannot be utilized for the interior of brooder when most of the heat and heating surface is on the outside of brood chamber. The larger per cent. of radiating surface should be within the brooder. As stated, the heating power of a lamp is limited. It cannot do impossibilities. The OLD TRUSTY is the best automatically regulated brooder ever invented, yet it has no fol de rols for talking points. It is easily cleaned, easy to manage and raises a higher per cent of the chicks than any other kind, and regardless of the cost or talking spiels. The hover in the OLD TRUSTY Brooder is a bagging cloth. The cloth is kept warm from the heater pipes above it. The cloth bags down to their backs whether they are a day old or a month old or whether they are standing up or lying down.

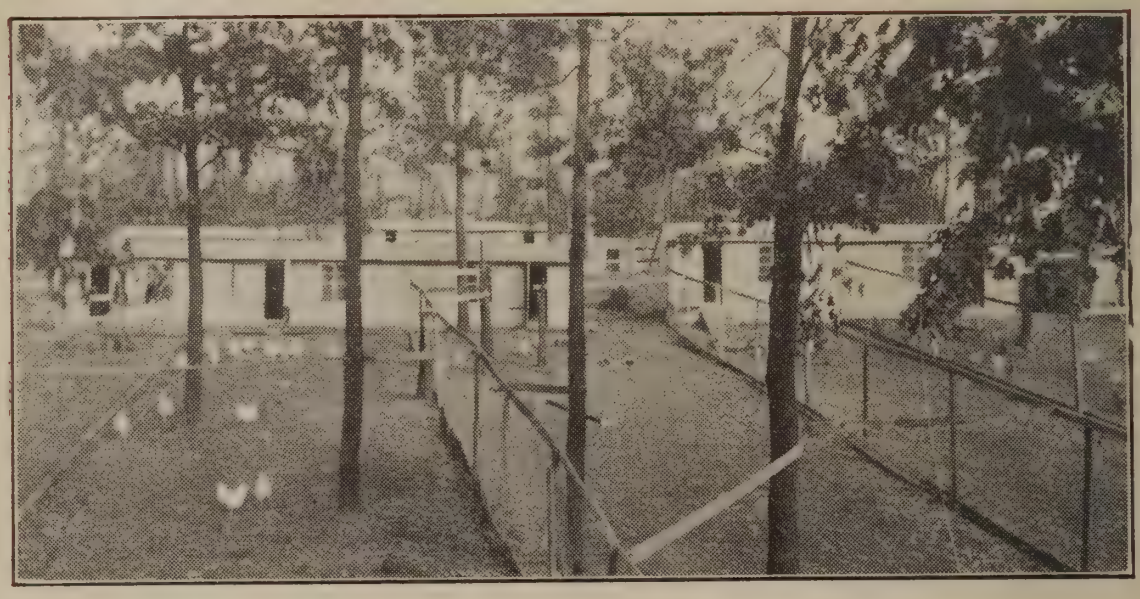
Mrs. Al Gotheridge, Clay Center. Nebr. Mrs. Gotheridge has been using an OLD TRUSTY Incubator for a number of years. She is what I call a representative poultry raiser. She represents the thousands of women poultry raisers in this country who make money out of the business instead of spending money in the business. She started the season of 1907, Jan. 25 with 150 hens. Up to Sept. 25, she had sold $202.47 worth of eggs, raised 300 little chicks, besides having all the eggs and young frys that the family needed. Counting the little chicks and the total income, these hens netted a profit of something like $2.50 each. She used no other feed than what the farm produced. In addition to looking after the poultry business, she did the usual work of a farmer's wife, looked after the cows, the garden and kept their home in trim condition.

Respectable.

It don't make much difference how Johnson looks. I am past the frivolous age, but I do like to have everything around me respectable. I like to have the OLD TRUSTY factory neat and clean. When the men go to work in the morning, all shavings and dust have been removed. The two night watchmen see to straightening up. With my OLD TRUSTY Incubator I do not care for fancy carvings or rub finish. Either would cost me money. They would also cost you money that you could never realize on, but I do like for the machine to look respectable, and it does look that way. We have no silly, giggle style around our office, but we do like to keep things in trim and everything in place. In my catalogues and printed matter, I want them to look respectable and especially where good work costs such a little over the dauby stuff. In my newspaper advertising I do not care for long sermons. I want the advertisements to look respectable and be condensed. I do my advertising differently from most concerns. I spend about one-third as much money as some of them. Instead of taking some space in all the papers, I select the very best ones and take liberal space. Instead of advertising six months of the year I advertise four months. I also believe in concentration. I concentrate my every effort to a few things. What I do do I like to do well. While most of the incubator concerns are trying to carry on a fine poultry business, thus competing with their own customers, I do not solicit a single order.



Mrs. W T. Clark, Spickard, Mo. 142 chicks from 146 eggs. Buff Orpingtons and Barred Plymouth Rocks. The evidence of a good incubator is in its work. The egg tray full of shells and the chick tray full of chicks speak for themselves



Sanitary Poultry Co., Minneapolis, Minn. White Wyandottes, Buff Wyandottes, Silver Laced Wyandottes and Single Comb Rhode Island Reds, L. B. Rich, manager. As will be seen in the picture, this company is in the business on a large scale. Their poultry yards are not hedged up affairs, as is the case in a great many instances. They run back in the woodlands hundreds of feet. Mr. Rich, the manager of this company, is a retired lumberman, and went to raising poultry as a recreation. He was so successful at it that he has built up a business now that he could not quit if he desired to. His Wyandottes and Rhode Island Reds are known all over the Northwest, not only for their purity in strain, but for the vigorousness of the fowls. When wanting anything in the Wyandotte and Rhode Island Red line, write the Sanitary Poultry Co., box 107, Minneapolis, Minn.

Not on Trial.

My on trial proposition described on another page holds good to anybody except the manufacturer of some other kind of incubator or a party connected with an incubator concern. I give this notice after being slandered and blackmailed by a small incubator manufacturer. The term "small," in this instance, refers to both the man and the extent of his business. In prosecuting him, I ran up against a dependent family and a man without a dollar in his own name. Except to the parties mentioned above, my on-trial offer holds good. I have exchanged incubators with a number of reputable manufacturers, and am glad to continue it at any time, but one good lesson has prompted me to give a notice to the party who might wish to gain through dishonest motives. Honest, reputable incubator manufacturers have no object in ordering other incubators other than to see how they are made and to add to their knowledge. Except in this one particular instance, we have gotten along nicely. I have taken no advantages, neither have they. Perhaps I should take no notice of this instance mentioned, but it is not consistent for any honest man to put up with blackmail and slander.

Bill

Nebraska Poultry Company,

CLAY CENTER, NEBRASKA.

This company has hundreds of head of carefully bred poultry. Each flock is on a different farm; no chance for mix-ups. If you want cockerels or pullets, they have them that will suit the most exacting. Fowls shipped in light, strong crates. Eggs shipped in new, useful baskets. The eggs are gathered after receiving the order and not a month in advance, as is sometimes done.

PRICES AND VARIETIES OF EGGS.

	100 Eggs	50 Eggs	15 Eggs
Barred, White and Buff Plymouth Rocks	$6 00	$3 50	$1 50
Single Comb Brown, White and Buff Leghorns	6 00	3 50	1 50
Rose Comb Brown and White Leghorns	6 00	3 50	1 50
Silver, Golden, White and Buff Wyandottes	6 00	3 50	1 50
Cornish Indian Game		4 00	1 75
Light Brahmas	6 00	3 50	1 50
Buff Cochins	6 00	3 50	1 50
White and Black Langshans	6 00	3 50	1 50
White Spangled Hamburgs	6 00	3 50	1 50
Single Comb Black Minorcas	6 00	3 50	1 50
Houdans		4 00	1 75
Single and Rose Comb Rhode Island Reds	6 00	3 50	1 50
Buff Orpingtons	6 00	3 50	1 50
Bantams, eight varieties—			15 Eggs
Black, White and Buff Cochins			1 50
Golden and Silver Sebrights			1 50
Black Breasted Red			1 50
Light Brahmas			1 50
Mixed setting of Bantam Eggs			1 50
			7 Eggs
Embden and Toulouse Geese		10 00	1 75
Bronze and White Holland Turkeys		10 00	1 75
			11 Eggs
Imperial Pekin and Indian Runner and Rouen Ducks	6 00	3 50	1 50
Pearl Guineas			1 50

A Prize Fight.

I detest the prize fighter, also the punishment of live things, whether human or brute, but there is one exception, the rat. Even the rat deserves a decent killing without unnecessary torturing. See accompanying little photo. I took it myself after witnessing a ferret kill a rat. The two were about equal in size. The ferret was a young one, never saw a rat before. The rat seemed to understand the ferret from the very start of the fight. L. A. Brown, Clay Center, Nebr., raises hundreds of ferrets. Write him for prices.

The Real Thing.

I prefer filling this book up with things I know of personally than to theorize it full. Let me tell of my first incubator working capital. I worked all day making incubators while my wife worked all day raising poultry. Evenings we both answered correspondence or did more work on the incubators. We lived near town and had all the poultry room we needed. We ran from four to ten incubators. Everybody knew where to get fresh eggs, frys, or fat hens. We sold little chicks by the dozen or hundred. At all times we had from 400 to 1,500 fowls and chicks on the place. We bought the feed and made money. I had no other working capital; sold incubators around home here, but the price cut out the profit. Our poultry kept us out of debt. They paid for a lot of tools and appliances to make incubators. They paid for all my advertising and printed matter, and if it had not been for our poultry raising we could not have made our incubator business grow. Right in the hardest times we kept out of debt and had money to push the manufacturing.

J. W. Gerrard, R. 1, Wilsonburg, W. Va. White and Silver Laced Wyandottes. Has good luck with the OLD TRUSTY Incubator.

Mrs. Henry Shrader, Wauneta, Kas. Breeder of White Holland turkeys, Imperial Pekin ducks, White Plymouth Rocks and Black Langshans.

The J. G. Jessup Printing Plant, Clay Center, Nebr.

The above view is of the second floor. The engine and big cylinder presses are in the basement, as are also the job presses. The bindery is on the third floor. At the extreme right hand back corner is a monotype machine. It moulds the type automatically. In the center of the room are two machines that work like typewriters except that they punch holes in a revolving roll of paper. The finished roll of paper is then put on the monotype machine. When the monotype machine finishes its work, the form is ready for the press. This company printed this entire catalogue, cover and all. At the same time they are printing Cobbey's Annotated Statutes of Nebraska. This book has a number of volumes, and has a total of over 6,000 pages, the biggest job ever set up in the state. If you want good work, quick work and reasonable priced work in printing, any thing from a postal card or score card to catalogues or big books in colors or half tones, get in touch with the printer who can do these things, write J. G. Jessup, Clay Center, Nebr.

Browsing.

Some of the incubator and brooder novices are a great deal like the small boy and the boy's axe. The story ran that the man liked to have the boy with him in clearing up the timber land. A full size axe was a little heavy for him to cut the limbs off, and to encourage the lad in the right direction, he bought him a small axe, with a red handle, of course, but behold, the boy persisted in mounting the big logs to show off, leaving the old man to browse the limbs off. Of course, the boy could hardly get through the bark, but his ambition was great, just the same. There are some boys and red handled axes in the incubator business who are not content to whack at limbs and things of their own size, but chop the big logs. Special this and that, electric batteries, magnets, and things that would be experiments years hence. Being that they are older, and should in the natural course of things be more steady than small boys, why don't they browse the brush and smaller limbs? Or, in other words, why should they expect people to experiment at their own expense?

Mrs. D. S. Culver, Douglas, Minn. 130 chicks from 140 eggs.

Mrs. W. R. McCray, Burlington, Colo. Barred Plymouth Rocks and White Leghorns. The Old Trusty dog is on watch

More About Ventilation.

There is nothing about a hen's nest that would justify a lot of ventilation slides and valves to an incubator. These perplexing valves and slides are the very things that bemuddles the operator. It would be very convenient for the manufacturer to say your poor hatch was, no doubt, due to you not opening or closing the slides at the proper time. Even if the manufacturer knew what he was talking about, how would the operator know how? Refer to the size of air cell, says some manufacturers. What then? asks the operator.

Air cells vary in size in eggs lying side by side in a hen's nest or in an incubator.

Mrs Wm. Hoefler and family, Hooppole, Ill. Where ever you see an OLD TRUSTY Incubator right there you find people in the poultry business. "No more hatching hens," says Mrs. Hoefler.

The age of the egg and the kind of egg has a great deal to do with it. For instance, a Leghorn cockerel crossed with Brahma hens make larger air cells than Brahma cockerels crossed with Leghorn hens. The size of the chick in proportion to size of shell makes the difference.

Hens during certain periods of laying, lay different eggs and the air cells is likewise changed. It's true that a few quacks pretend to know exactly about the air cells. It's also true that medical quacks can cure incurable diseases by a simple twist of the wrist and a wise look, but reader, what you want in an incubator is a hatcher, and one that does not shoulder the entire responsibility to your own shoulders.

As stated, there is nothing about a hen's nest or common sense to dispute a steady ventilation from start to finish. We ventilate the OLD TRUSTY on the steady principle. We do the ventilating here at the factory and the operator is relieved of all responsibility. A mild movement of air passes over the eggs constantly and naturally. Remember, I say over the eggs; not by any means do we pass the air under the eggs. Year after year the OLD TRUSTY makes good hatches. Neither the purchaser or myself need worry about ventilation slides, pops or valves. The correct idea in ventilating an incubator or brooder is to pass the foul air out and replace it with pure air. That is what is going on constantly in OLD TRUSTY.

While visiting at Grant City, Mo., the past summer, I ran across an old fashioned rail fence within three-fourths of a mile of the courthouse in Grant City. I happened to have my camera along and took a photograph. It will not be many years until the old fashioned rail fence will be out of existence. The younger generation will not know anything about rail fences, while us older folks remember them very well. When I was a boy it was a queer rail fence that I couldn't climb through more easily than I could climb over. One of the old hens in the picture had two chicks and the other had three. Triplets and twins, I presume.

Merritt Creamery Co., Great Bend, Kas. Marker Bros. in charge of the poultry and egg department. Marker Bros. run a large number of OLD TRUSTY Incubators and Brooders. The above cut shows part of their brooder house.

Instructions About Ordering.

Use the order blanks found in this book, the order blank we sent you with letter, or just write out your order complete. In any case write your name carelly. Names of people are difficult to us unless written plain.

fu Send postoffice money order, bank draft, registered letter or express money order. Don't send your personal check. Your personal check would delay the order until we investigated to see if it was good, besides it would require you to include 25 cents for exchange fee.

On most or all rural routes, the carrier can furnish you application blanks and bring the money order to you. You can buy bank drafts at any bank.

We ship no goods C. O. D. unless one-third the price accompanies the order. The other two-thirds would then be collected through your bank and station agent. If there is no agent at your station, the full amount of price must accompany the order. Where we ship C. O. D. for the balance, there will be 25 cents added for cost of the C. O. D. exchange.

Postage stamps taken in amounts less than $1 if they arrve in good condition and not stuck together.

Send all orders and correspondence to M. M. Johnson, Clay Center, Nebr. We do no corresponding from our St. Joseph office excepting a radius of a few miles. Sending your order to my home office does not mean a delay in shipment from St. Joseph for more than twelve to eighteen hours. Prompt and quick shipments are some of our hobbies.

If you should be a merchant, kindly comply with these instructions regardless of your commercial rating. We are working on a close margin of profits, so very close that we are not justified in keeping books.

We do not prepay freight beyond United States points. To railroad points in the United States we prepay all freight charges on incubators and brooders. The term, freight charges, in this instance does not apply to boat or stage charges.

We carry at all times a big stock of tested and crated incubators and brooders, and your orders will get prompt and careful attention. We guarantee safe delivery. Very sedom are they damaged in transit. In case they are damaged, refuse to accept them from the railroad company and we will send you another. Neither you or I woud have any recourse after you receipted the agent. The railroad company must deliver in good order; hence, we can guarantee safe delivery. Of course, if there should be a scratch on the varnish you could renew it with a touch of most any kind of oil. It would not be a damage, but if any part of the machine was broken it would be a damage.

The End of This Catalogue.

Reader, I have written this catalogue myself. The printing is a home production. An expert catalogue writer and high art in printing could have done a better job. Both the printer and myself admit it, but will not the book answer every purpose? I do not understand that my unacquaintance with late grammar is vital to your interests or that the book is very short from a printer's point of view. What I most desire is that you center your attention on the worth of the OLD TRUSTY Incubator and Brooder.

Ask yourself this question, "What do I want an incubator for?" The answer must be, "To hatch eggs." This being the case, then look entirely to the machine's record. Time and time again I have repeated that the true and only worth of an incubator is in its work, its ease of operation, durability, economy in use, and respectable appearance. I have no other kind to offer, neither do I believe that you want any other kind. First, last, and all the time, look to the work the machine actually does for those who use it.

My patrons are mostly busy people, people who have only a portion of their time to spare. Most of them never had previous experience, yet I have on file an expression of complete satisfaction from fully 99 per cent. of those who use the machines. Satisfaction satisfies, and wherever you find an OLD TRUSTY, right there you find a friend of Johnson. Write any of them; as a matter of courtesy, enclose a stamp.

For five seasons I have been making the same incubator and brooder. The machines I ask you to buy and the ones mentioned throughout this catalogue are the same. The incubator and brooder that made the record are the ones I ask you to buy, no sensational new models for others to test at their own expense. You know what you are buying when you order an OLD TRUSTY, no pig-in-the-poke in this instance.

Keep in mind my guarantee and that I furnish free repairs for ten years in case of defects of material or construction. Also make note that I ask for no previous experience on your part. Above all, let me say in this last paragraph that I appreciate the business you send my way and that I will make my greatest effort in seeing to it that you make more money in the poultry business than you ever have. I will try harder than ever to make my annual poultry lectures of particular use to my OLD TRUSTY friends.

Yours very truly,

M. M. JOHNSON.

Catalogue Review.

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Description of the OLD TRUSTY Incubator, from pages 6 to 11.
Prices of the OLD TRUSTY Brooder, page 12.
Description of the OLD TRUSTY Brooder, pages 12 and 13.
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The most satisfactory way to read this book is to begin on the pictures and the small type under them. Then after you get through the book, begin again on the reading matter. If you will notice, each page has its topic and is complete within itself.

We have a large stock on hand at all times. Your orders will get prompt attention and quick shipment.

ENGRAVING.

I have an interest in one of the best equipped engraving houses in this country. I solicit your orders for half tone or other work. We make half tones plain as throughout this book or finer ones for finer paper and coarser ones for coarser paper. We make half tones for plain, single colors or for a number of colors like the back of this catalogue. I can save you money and time. Write me for prices. Address

M. M. JOHNSON,
Clay Center, Nebr.

THE M. M. JOHNSON CO.

CLAY CENTER, NEB., U. S. A.

Manufacturers of

THE OLD TRUSTY

INCUBATORS AND BROODERS

CHICK FOOD AND POULTRY SUPPLIES

Warehouses at Clay Center, Neb., and St. Joseph, Mo.

Pacific Coast Agency, The McClanahan Incubator Co., Eugene, Oregon, and 709 South Main Street, Los Angeles, Cal.